

CORRECTED Pls' Ex. 17
(PCCX344 - UFC Company
Overview)



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UFC Sizzle Reel

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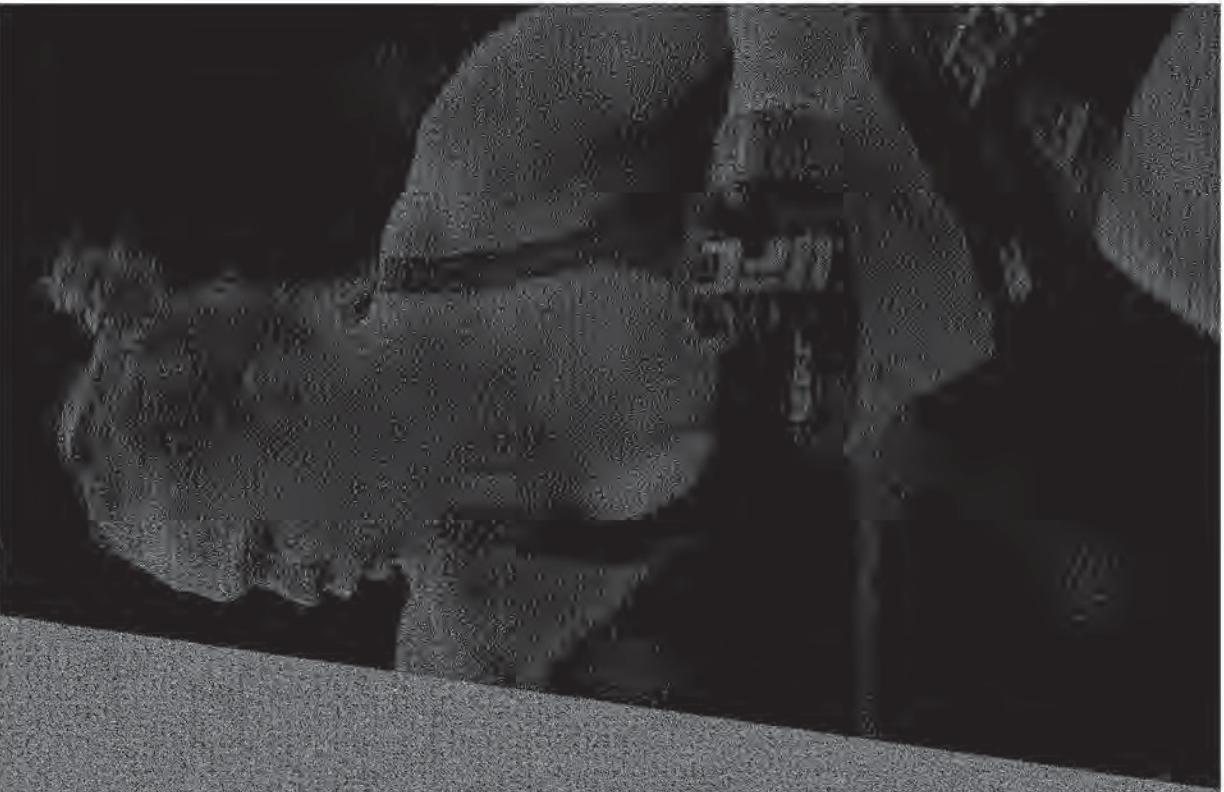
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SECTION 1

Introduction

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Presenters

Executive	Tenure	Biography
Lorenzo Fertitta Chief Executive Officer	15 Years	<ul style="list-style-type: none"> Lorenzo is Chairman and CEO of Zuffa He is an entrepreneur, casino executive, sports promoter, and active philanthropist
Ike Lawrence Epstein Senior EVP & Chief Operating Officer	9 Years	<ul style="list-style-type: none"> Lawrence serves as COO of Zuffa and oversees all of the company's operations including marketing, production, legal, athlete development, and finance. The executive team reports directly to Lawrence and he is responsible for managing the global business Under his guidance, Zuffa spearheaded the regulatory effort for the sport of Mixed Martial Arts ("MMA"), gaining approval and sanction from the most prestigious regulatory bodies across the globe and in all 50 US states
Nakisa Bidarian EVP & Chief Financial Officer	5 Years	<ul style="list-style-type: none"> Nakisa joined Zuffa in 2011 as SVP of Investment and Strategy. In his current role as CFO, he is responsible for finance, accounting, strategy, and corporate development Prior to joining Zuffa, he was Senior Vice President of Acquisitions and Investment Management with Mubadala Development Company
Kirk Hendrick EVP & Chief Legal Officer	14 Years	<ul style="list-style-type: none"> Kirk joined Zuffa as General Counsel in 2002 Kirk previously worked for the Nevada Attorney General's Office, attaining the title of Chief Deputy Attorney General, and provided counsel to the Nevada Gaming Commission and State Gaming Control Board, as well as the Nevada Athletic Commission that oversees unarmed combat
Joe Carr SVP of International	4 Years	<ul style="list-style-type: none"> Joe joined Zuffa in 2012 as Senior Director of Investment and Strategy In his current role, he is responsible for the organization's international strategy and operations Prior to joining Zuffa, he worked in the Acquisitions Group at CIM Group and BlackRock
Dentza Batchvarova SVP of Strategy	4 years	<ul style="list-style-type: none"> Deni joined Zuffa in 2012 as Senior Director of Investment and Strategy In her current role, she is responsible for corporate development, strategic, business and financial planning, data management, transactional and ratings analysis Prior to joining Zuffa, she worked in the Global Industrial Group at Citigroup



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History of Zuffa

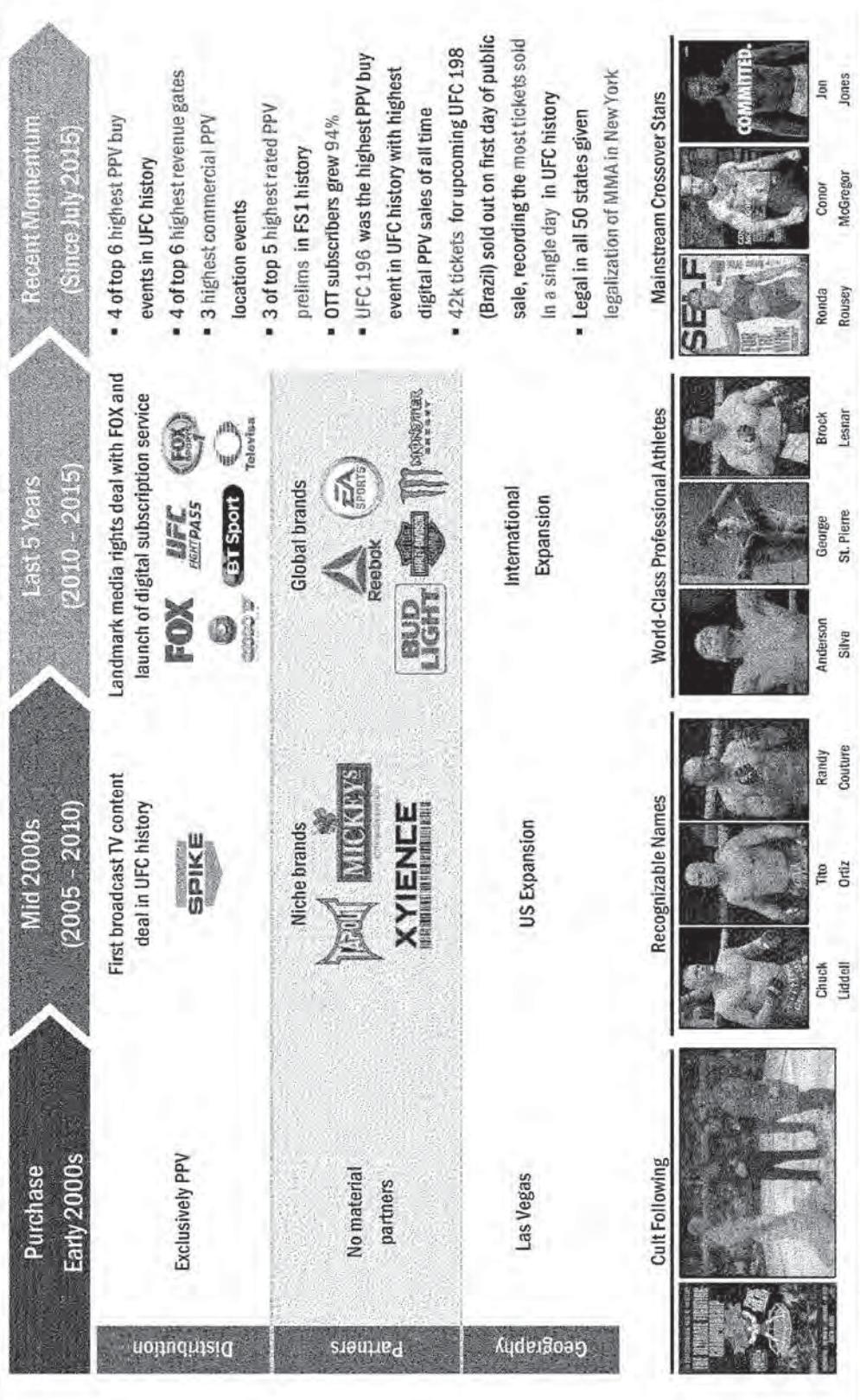


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Evolution of UFC's Business Model



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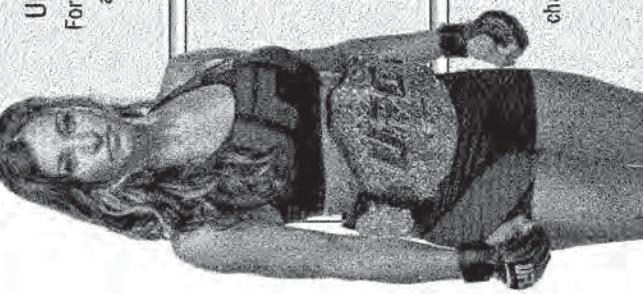
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Industry Overview

The Sport

- The ultimate combat sport combining all variations of traditional martial arts
- MMA blends fighting styles and skills into well-rounded, balanced competition



The Athletes

Unique Mix of Skill and Technique
For a fighter to be successful in UFC, one must be a master of multiple martial arts disciplines and maintain peak physical condition

Students of Multiple Disciplines

- Brazilian Jiu Jitsu
- Greco Roman
- Judo
- Muay Thai
- Tae Kwon Do
- Boxing
- Freestyle Wrestling
- Sambo
- Karate
- Sanda/Sanshou

World Class Athletes

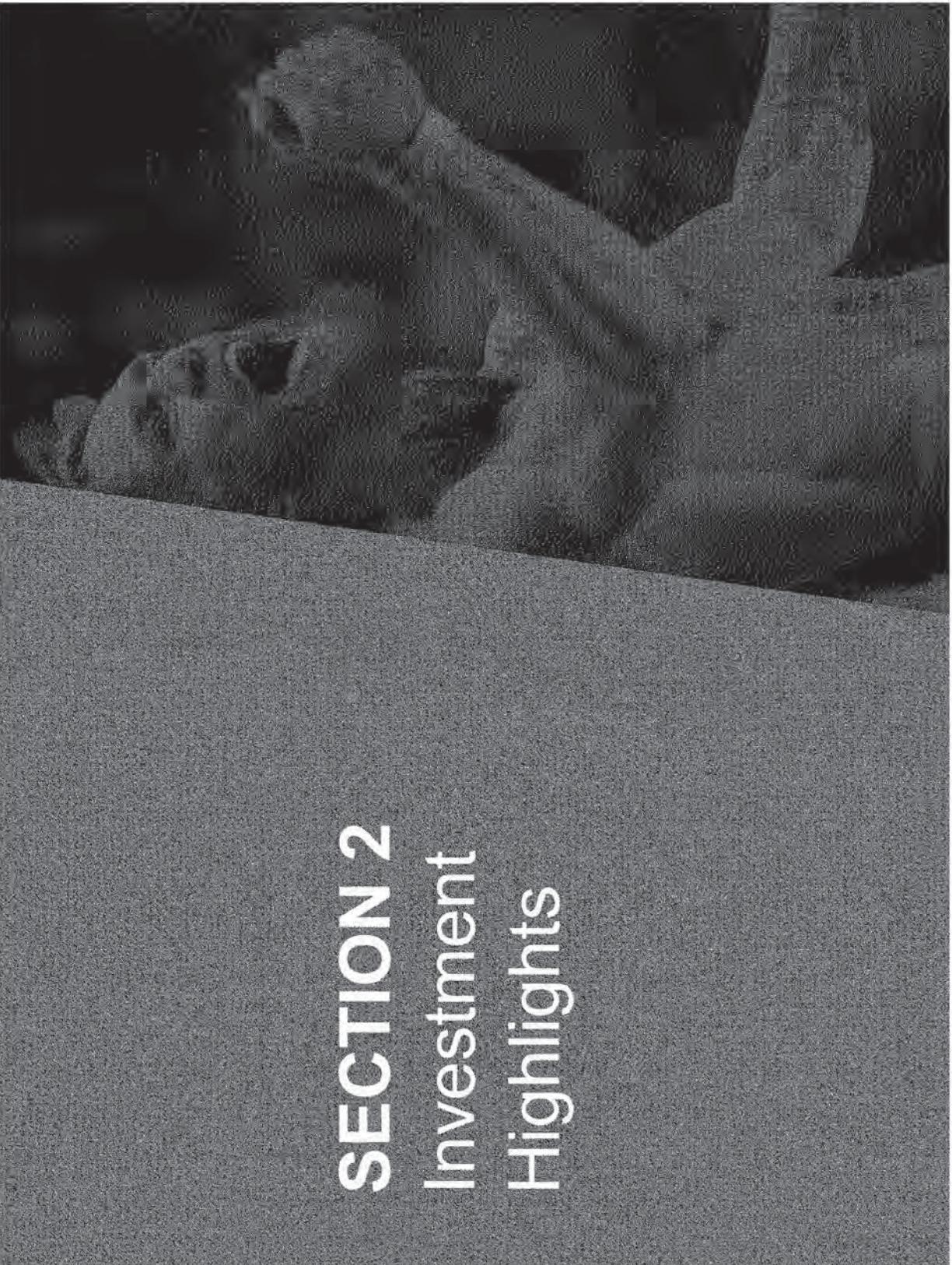
UFC fighters have the pedigree of Olympic champions, world champions, and NCAA champions. UFC fighters regularly cross train with other pro athletes from around the world

MMA Competitors

- Competitors have consistently emerged to take advantage of the industry UFC created
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SECTION 2

Investment Highlights

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UFC is a Global Phenomenon that is...

...simple to understand...

- MMA uniquely transcends culture, race, language and age barriers
- Combines widely-known combat sports that originated thousands of years ago
- Simplicity of rules facilitates universal understanding of the sport
- "May the best man / woman win"
- Economically viable for all potential participants making global growth a reality

...and an established brand

- 23 years of history and operational expertise
- UFC is the most recognized brand in combat sports
- Richest content library in combat sports
- 500+ athletes under contract
- Global content distribution - 1.1bn TV households
- Significant global infrastructure - 369 employees, including 60 outside of the US
- Single ownership structure provides 100% flexibility and control in decision-making
- Valuable PPV franchise with long track record

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UFC Sits Atop the Sports and Entertainment Ecosystem

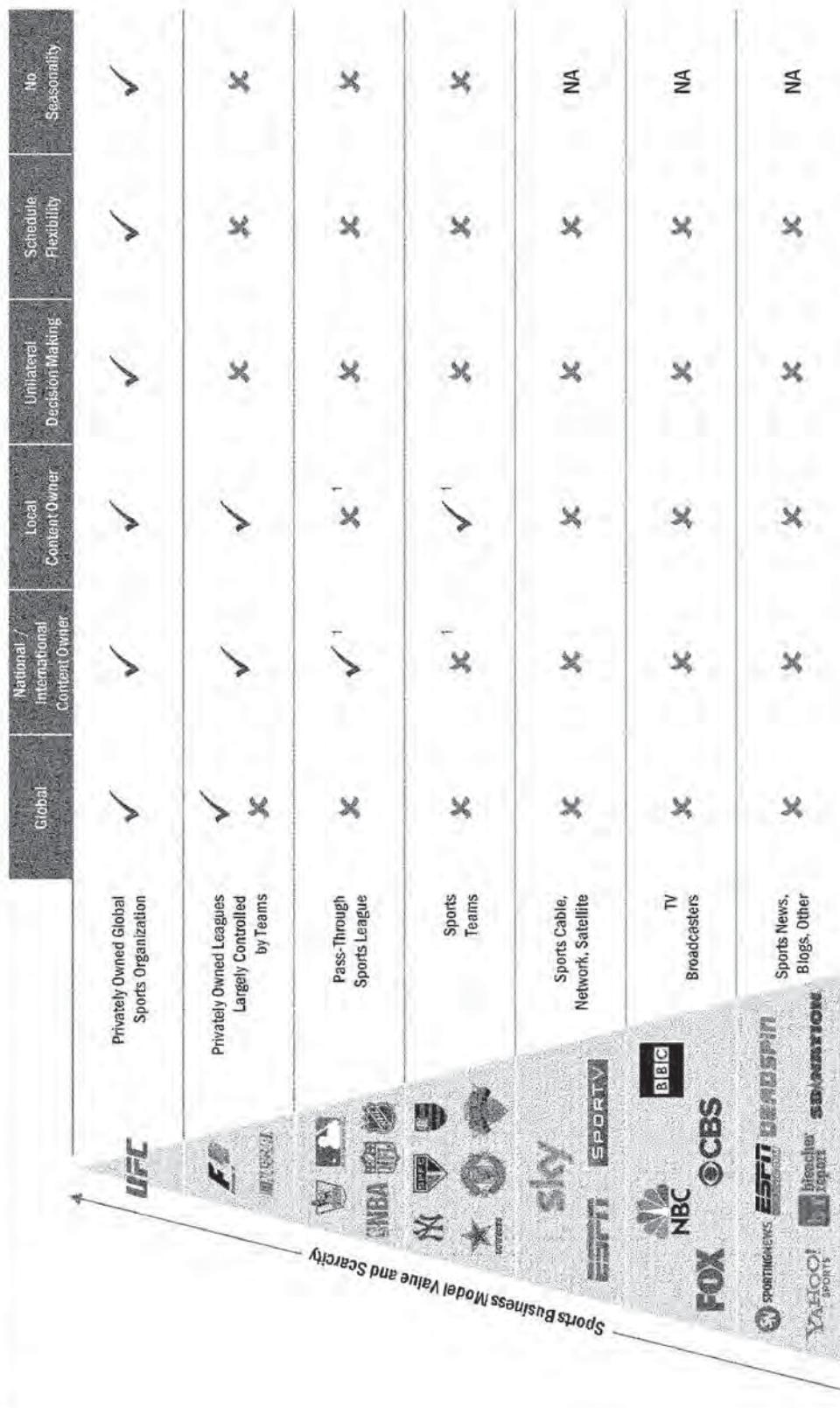
- 1 Unique Structure is Unrivaled in the World of Sports
- 2 Content Perfectly Suited for Evolving Distribution and Consumption Habits
- 3 Brand-Centric, Attractive Margin Business Model
- 4 Universal Appeal with Desirable Fan Demographics
- 5 Ability to Create Superstars and Expand the UFC Brand

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Unique Structure is Unrivaled in the World of Sports



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Content Perfectly Suited for Evolving Distribution and Consumption Habits

Unique Content

Easy to Understand / Global

Simplicity of rules facilitates universal understanding of the sport and caters to a young demographic



Short-Form

Action-packed, shorter duration bouts encourage high audience engagement

Average bout approximately 10 minutes

1-on-1 Competition

Content is well-suited for all consumption platforms, including mobile, given 1-on-1 nature of the sport



Distribution / Consumption

PPV / Linear Television

UFC fans have been conditioned to both pay for PPV and view the events via traditional broadcast / cable TV

PAY-PER-VIEW



UFC TV

Expansion of UFC FIGHT PASS

Fans' willingness to pay for content allows for easier shift to subscription model, adding stable, recurring revenues



Multi-Platform

UFC content can be easily consumed on multiple platforms, from TV and PC to AppleTV and Xbox

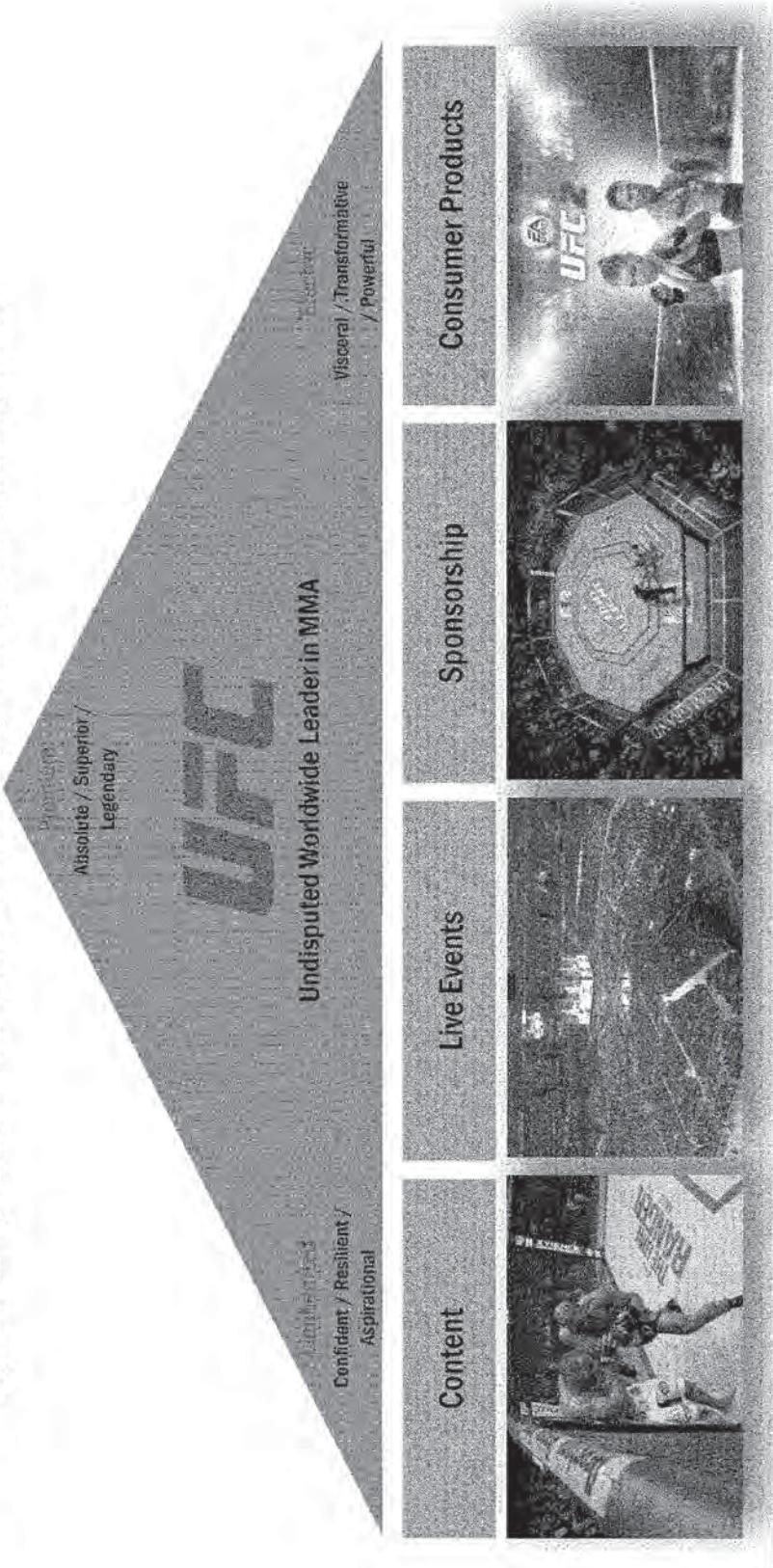


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Brand-Centric, Attractive Margin Business Model

- Global brand drives marquee live events that generate 4 diverse revenue streams
 - Fixed revenue vs. variable revenue has increased over time, providing more visible and stable earnings
- Stable cost structure around existing event and content production drives margin growth
 - High flow through of incremental revenue from content, sponsorship, and consumer products



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Universal Appeal with Desirable Fan Demographics

UFC has been successful in expanding its footprint and capturing a diversified fan base throughout the world

Fan Demographics

45% between age 18 to 34

71% Men / 29% Women

19% Hispanic / 16% African American

Leading index in streaming live content, short videos and clips, TV shows, music and movies.¹

Social and Digital Highlights

95mm unique visitors annually to UFC.com

46mm global followers on major social channels

23.6mm Facebook followers

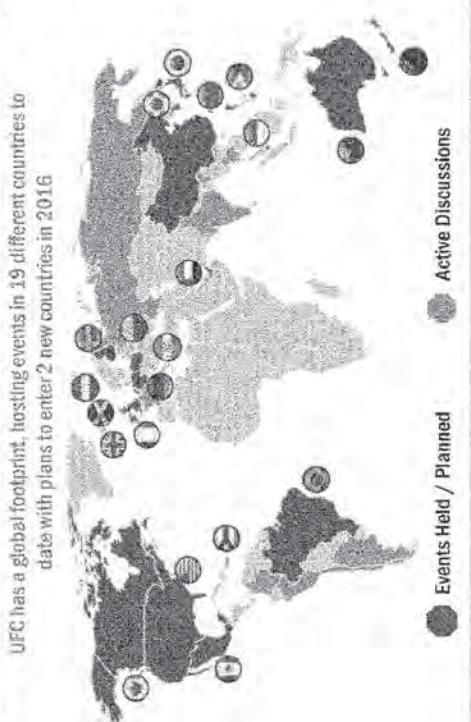
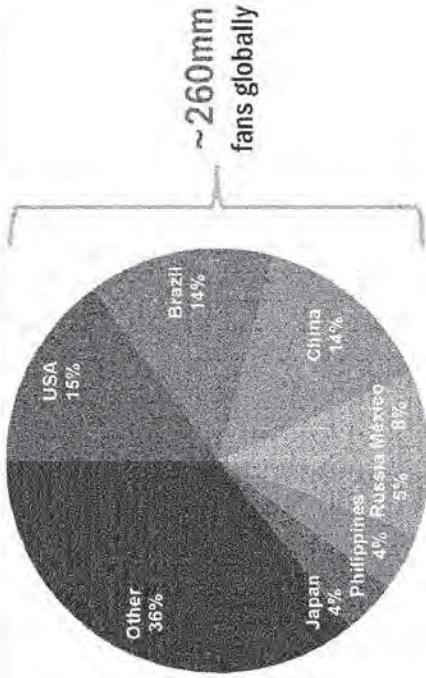
9.8mm Twitter followers

7.5mm Instagram followers

The Only Truly Global Sports Organization

UFC has a global footprint, hosting events in 19 different countries to date with plans to enter 2 new countries in 2016

Top Countries by Size of Fan Base



Source: Scarborough USA+ 2015 Release

¹Leading index refers to first or second highest Index among UFC, NFL, MLB, NBA, NHL, NASCAR, MLS, PGA, ATP/WTA, NCAA.

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Ability to Create Superstars and Expand the UFC Brand

UFC platform provides athletes unparalleled exposure and promotion on a global basis, with the power to turn relatively unknown fighters into global superstars and household names that further the growth of the UFC brand

- 1 Identify up-and-coming talent and seed talent in new markets
- 2 Develop fighters' early careers and provide additional training to increase marketability
- 3 Continue to promote fighters through on-the-ground activation and public relations
- 4 Cross-promotion and brand management by connecting superstars to marquee media outlets



Case Study: Ronda Rousey

Year	Event / Achievement	Role / Status
2008	Relatively unknown Olympian in Beijing	Early Career
2010	Professional MMA debut	Beginning of Success
2012	Becomes first UFC Women's Bantamweight Champion and successfully defends title	World Champion
Present	Ronda Rousey - celebrity and cultural icon	Crossover Star

- The most popular female athlete on social media with over 20.2mm followers
- Most searched athlete in 2015 on Google and Yahoo
- Crossover star: hosting Saturday Night Live, starring in blockbuster movies, featured on multiple magazine covers, and author of NY Times best-selling autobiography

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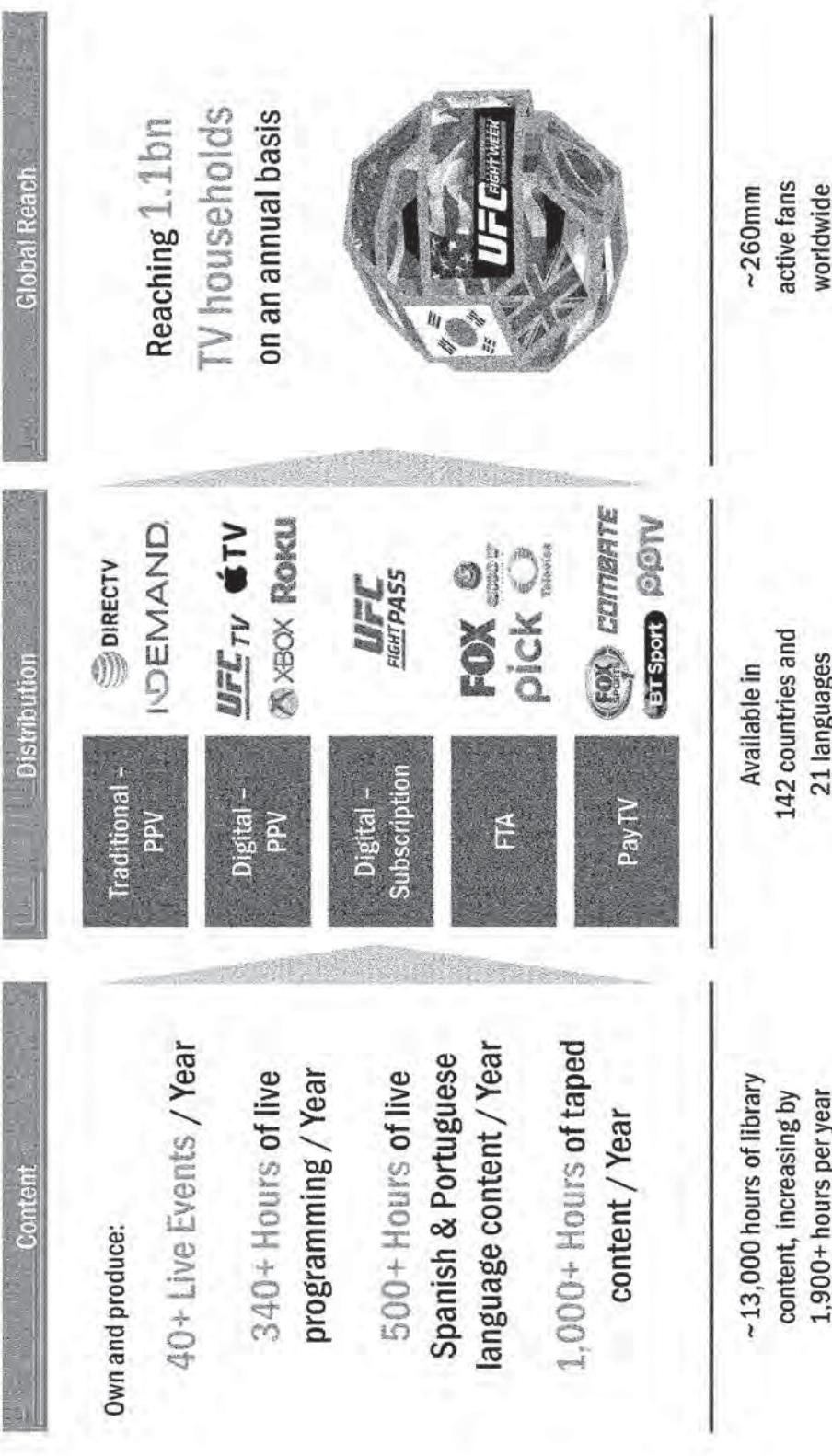
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SECTION 3

Business Overview

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Evergreen Premium Content Engine Powers the Business



Note: Live programming and taped content hours for 2015. Illustrative distribution partners.

18

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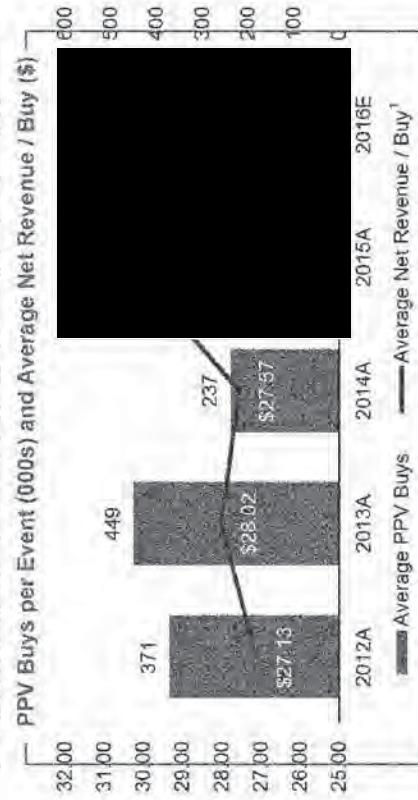
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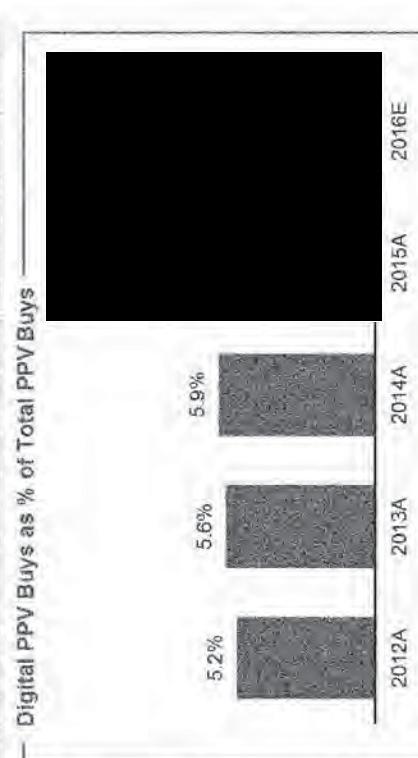
Largest Pay-Per-View Provider

- UFC has been the largest PPV provider in the world since 2007 developing strong and collaborative relationships with all key distributors
- The PPV revenue model allows for unlimited upside on premium content ("peak the peaks")
- UFC is agnostic to consumption preferences as the PPV product is available on cable, satellite and digital platforms
- Successfully increased revenue share splits with the traditional providers in all recent renewals
- Transition to digital is accretive to UFC as splits on those platforms are significantly more attractive
- Anticipating traditional PPV provider splits migrate towards the digital rates (70 / 30)

PPV Buys, Revenue and Splits



Growing Share of Digital PPV



¹ Average net revenue / buy blended across cable & satellite PPV, UFC TV PPV, and other digital PPV.



UFC FIGHT PASS: Laying the Foundation for the Future



- UFC created UFC FIGHT PASS to be a digital combat sports vertical. It offers the richest library in combat sports, original programming, and exclusive live events



Live Events

Over 120 exclusive live events



TV Shows

UFC Unleashed, Best of PRIDE, and Dana White Looking for a Fight



Originals

Exclusive original programs, special features, in-depth interviews and reports from events around the globe



Fight Library

Access to the biggest events and best fights from world's most extensive MMA library

- UFC FIGHT PASS in 2016 will offer:
 - 6 exclusive UFC live events
 - 120+ live events from over 15 third-party organizations
 - 20k+ video assets available on-demand featuring more than 20 third-party fight libraries
- UFC FIGHT PASS has already surpassed 300k subscribers with minimal external marketing spend and limited oversight
- UFC FIGHT PASS' monthly subscription model has benefitted the organization in multiple ways:
 - Adds stable and recurring income stream
 - Allows UFC to collect customer-level data and establish a direct relationship with its fans
 - Introduces consumers to UFC's digital ecosystem, leading to higher margin PPV purchases through UFC.TV
- The combat sports library that UFC has accumulated is a valuable asset that will only appreciate with time. UFC can monetize this evergreen content through both OTT and traditional linear platforms



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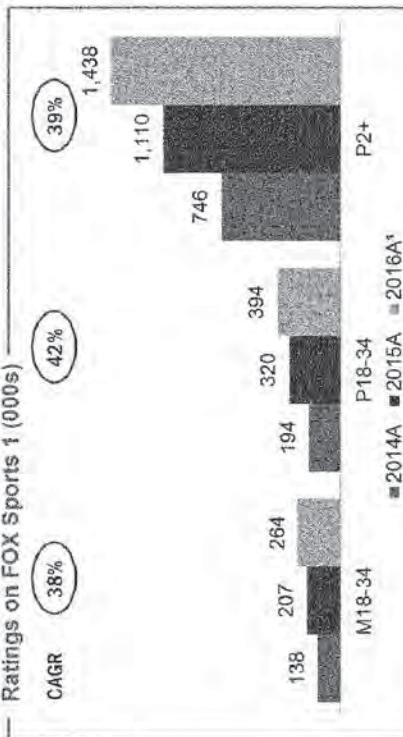
Continued Growth in Ratings on the FOX Network Channels

- Strong record of attracting young audiences on broadcast and cable
- UFC's average viewership has increased consistently since FS1's launch in August 2013
- In 2015, UFC's live events unique audience on the FOX networks grew to 29mm, representing 7% YoY growth
 - Big surge in audience growth driven by increased engagement among female fans, accounting for 38% of UFC's unique audience
- UFC programming accounted for 28% and 27% of all primetime programming on FS1 and FS2
- UFC viewers represented 50% of the unique monthly viewers on FS1
- In 2015, 6 of the 9 Saturday Fight Nights outperformed ESPN for the time period

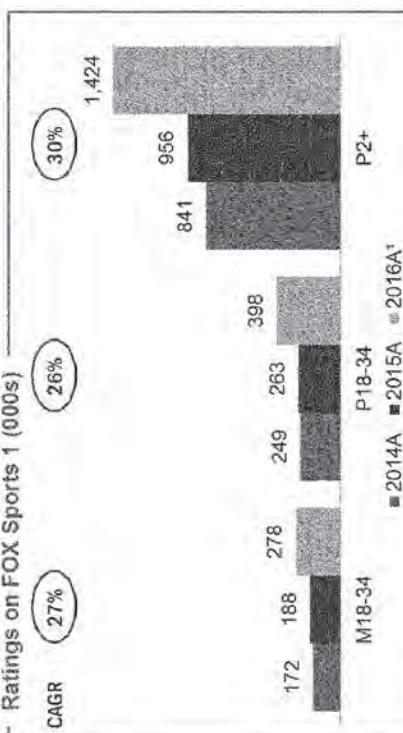
Viewership Summary

	2015 Cable Sports Networks Primetime Average			
Original Air	M18-34 (000)	P18-34 (000)	M18-49 (000)	P18-49 (000)
ESPN	356	504	743	1,046
UFC PRIMETIME ON FS1	63	89	144	199
NFL NETWORK	60	86	141	195
FOX SPORTS 1	50	71	111	158
ESPN2	44	63	100	139
FOX SPORTS 1 (Now - UFC)	41	60	91	133
NBC SPORTS NETWORK	41	58	89	133
UNIVERSITY DEPORTES	30	41	63	88
MLB NETWORK	15	21	39	62
NBA-TV	21	27	38	51
ESPNEWS	17	22	35	45
FOX DEPORTES	12	17	26	35
ESPNU	10	14	24	34
GOLF CHANNEL	6	9	22	29
FOX SPORTS 2	7	8	13	17
BETN SPORT	2	3	5	6

UFC PPV Prelims Ratings Growth



UFC Fight Night Ratings Growth



Source: Nielsen, SNL Kagan and publicly available information.

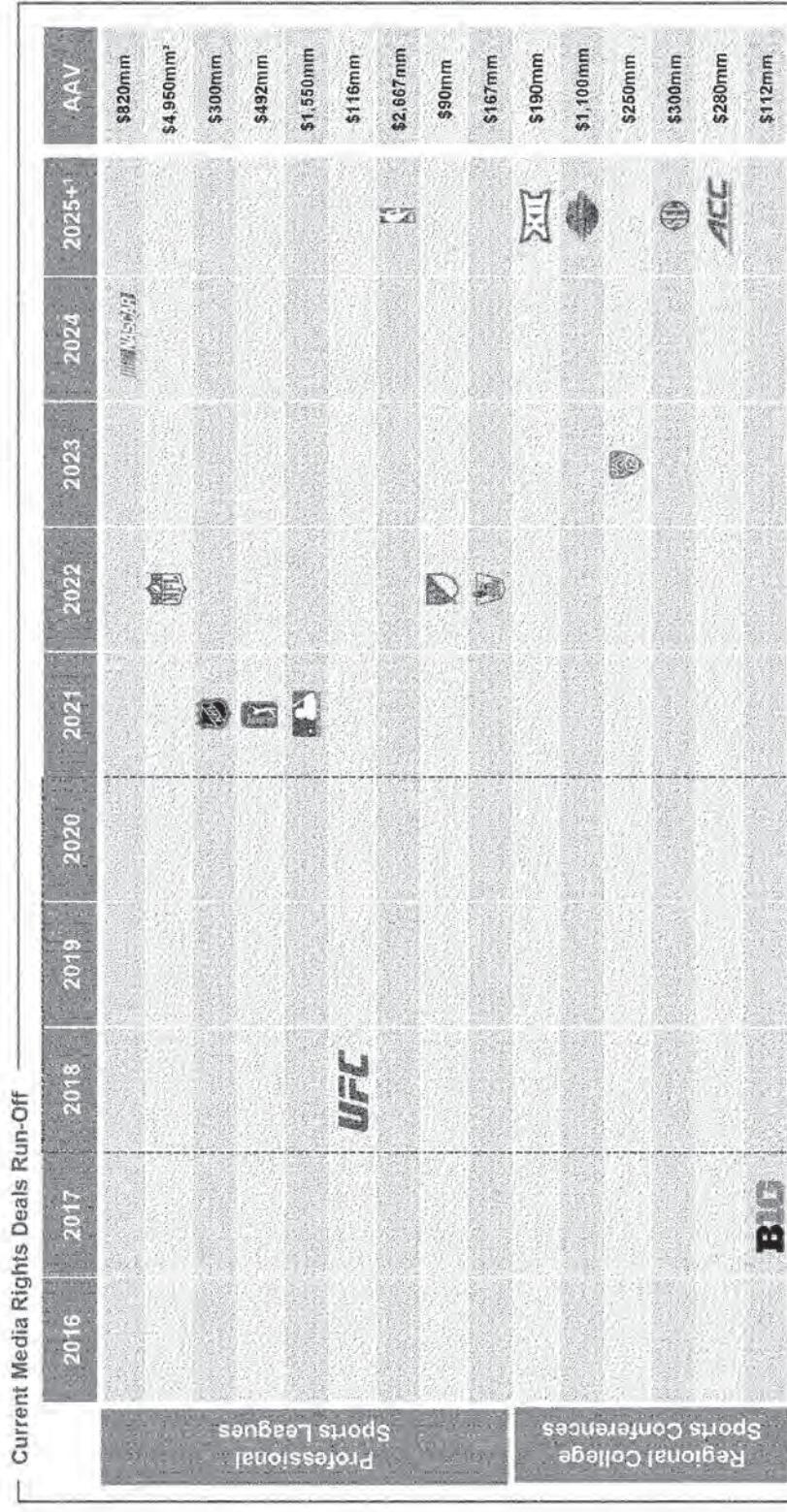
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UFC Well-Positioned in the US Media Rights Landscape

Major Sports Leagues / Conferences Media Rights Contract Length

- UFC has the only significant national sports media rights up for renewal over the next five years
- The value of UFC's rights will be driven by competition for scarce available national sports properties amongst an increasing number of major sports media players



Source: Wall Street Research, Sports Business Daily and other publicly available information.

¹ NBA deal ends in 2025; Big 12 deal ends in 2025; NCAA March Madness deal ends in 2032; SEC deal ends in 2034; ACC deal ends in 2027.

² Only includes deals with ESPN, FOX, CBS and NBC signed in 2014. Excludes \$450mm (AAV) deal with CBS / NBC for Thursday Night Football signed in 2016.

22

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Maximizing Value of Content with Multiple Packages

UFC Content Overview

- UFC's live, taped and library programming is ideally suited to be packaged for multiple broadcast partners and its content is particularly unique in that replays continue to drive strong viewership

Current Programming Grid

Programming	Description	Events / Episodes (2016)	Hours (2016)
Main card	Main fights broadcast on PPV, Fox, FS1 and Fight Pass	41	106
Prelims	Fox Prelims	35	73
	Fight Pass Prelims	6	25
Early Prelims	First 2-3 fights	32	37
Weight-Ins	Shoulder programming fighter weight-ins	41	41
Pre-Fight Show	Shoulder programming, pre-fight show	30	29
Post-Fight Show	Shoulder programming post-fight show	35	35
Spanish / Portuguese Live Programming	Spanish & Portuguese language content	155	513
Cable (US)	Taped programming, The Ultimate Fighter, Ultimate Insider	212	411
Digital	Taped programming	2,417	253
International content	Taped programming LATAM Brazil EMEA, Asia	1,253	386
Other	Taped programming, promos, sponsorship, sizzle, features	899	31
Total		5,756	1,938

Case Study – NFL US Media Rights

- The NFL has successfully packaged its content to maximize value and does not bear any game production costs

US Media Segmentation by Package

Content Package	Partner	Content	Total Rights Fee	AAV
AFC	CBS	In-market Sunday afternoon games, one Thanksgiving game, Wild card games, divisional playoff games & Conference Championships, 3 total Superbowls (106, 110 games)	\$9.0bn	\$1.2bn
NFC	FOX	In-market Sunday afternoon games, one Thanksgiving game, Wild card games, divisional playoff games & Conference Championships, 3 total Superbowls (106, 110 games)	\$9.9bn	\$1.1bn
	NBC	All Sunday evening games, one Thanksgiving game, 3 total Superbowls (17, 15 games)	\$8.58bn	\$920mm
	CBS	10 total Thursday Night Games (air simulcast on NBC, Net, etc)	\$920mm	\$450mm
	FOX	15 Thursday Night Games (10 simulcast on CBS, NBC and Twitter)	Unisclosed	Unisclosed
	verizon	All Monday Night Football Games (17 games)	\$15.2bn	\$1.3bn
	DIRECTV	All out-of-market regular season broadcasts unavailable on local affiliates	\$12.0bn	\$1.5bn
	NFL Mobile	All Games	\$1.0bn	\$250mm
		Gameday footage from all Sunday afternoon games	Unisclosed	Unisclosed
	FOX	Entire Round of Playoffs	TBD	TBD
		Total	\$7.2bn	

Source: Wall Street Research, Sports Business Journal and other publicly available information.
 1 Note: Twitter rights fee undisclosed.

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Driving International Media Rights Value Through Local Events

Roadmap for Developing New Markets

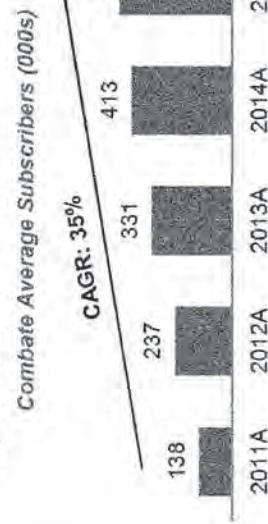
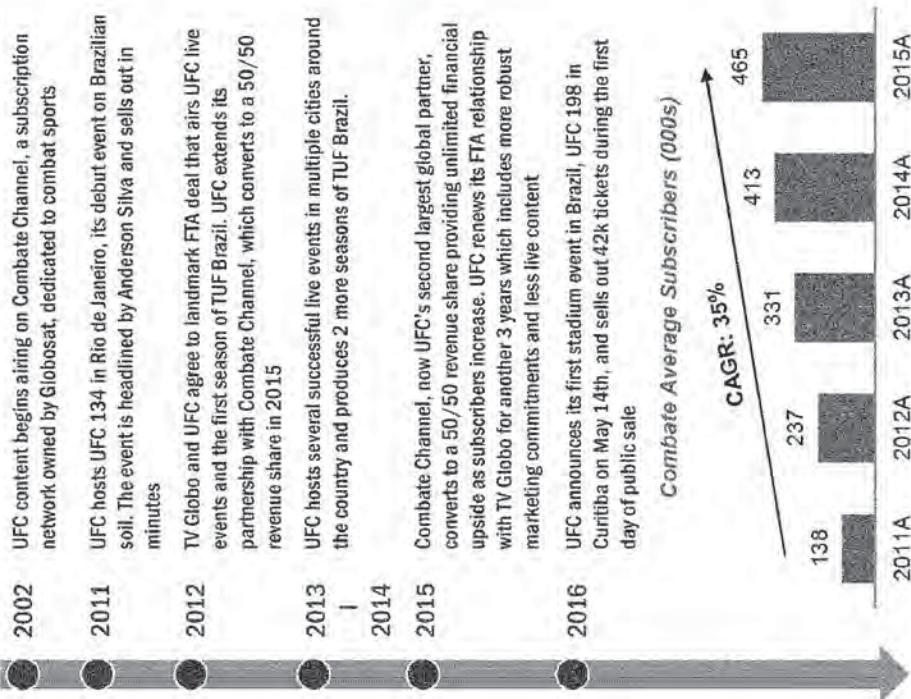
- 1 Enter a market through a broadly distributed television partner**
 - Content distribution provides access to consumers, seeding the market and allowing UFC to build a fan base
 - UFC typically monetizes through Pay TV but will also have carve-outs for FTA partners who have broader distribution in order to reach a wider audience

 - 2 Monitor engagement**
 - UFC tracks engagement through metrics such as TV viewership and social media following - as interest builds, the fan base becomes more vocal, demanding more content and a local live event
 - During this time, UFC launches on the ground activations such as fighter tours, viewing parties, and fan experiences - local investment creates PR/media buzz but also teases the fans for a future live event

 - 3 Invest in developing talent from the region**
 - Locally relevant talent plays a large factor in the speed of a market's development, to this end, UFC invests in talent through two primary vehicles, Fighter Development Programs and bespoke content such as international versions of The Ultimate Fighter and Road to UFC

 - 4 Host a UFC event in the region timed around renewal of TV rights**
 - Hosting a live event ensures mass media coverage and exemplifies the popularity of UFC brand
 - Strategy has successfully resulted in meaningful rights value increases in Sweden, Korea, and the Philippines in 2015
- Investment in these international markets leads to revenue growth across Content, Events, Sponsorship, and Consumer Products

Case Study: Brazil



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Production Capabilities

- Only major sports organization with an in-house full service production division that produces live events for third-party networks
 - Shooting, editing, color correction, audio mixing, studio show execution, promotional asset creation, captioning, graphics department, live event execution etc.
- Strategic focus on differentiating UFC events through high production value appealing to existing and new fans
- Digital production division supplies content for online and social outlets
- Full live / taped Spanish and Portuguese language production capabilities including studio live to tape execution and live event simulcasts
- Robust on-air talent team of over 15 hosts and analysts
- Global capabilities to execute live and taped productions in key international markets
- Music library monetization
- Content storage infrastructure allowing global access in real time
- Ability to develop new technology (content delivery, camera rigs, audio capture / submix)

		Annual Content Output	
	Asset	Hours	
Live	220	345	
Live Spanish / Portuguese	155	513	
Taped US	1,111	441	
Taped Regional	1,253	386	
Digital	2,417	253	
Total	5,156	1,938	
Zuffa Library		Hours	
UFC		11,858	
UFC Owned Organizations		678	
3rd Party Organizations		425+	
Total		12,960	

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Event Scheduling and Operations

- UFC has complete control and flexibility over the event calendar which allows for changes to be made over the course of the year
 - UFC targets 40-45 events annually based on current strategy with 13-16 being held internationally and the balance in the US and Canada
 - PPV: 13 dates are typically set first, with at least 3-4 weeks between PPV events to allow for proper marketing lead time
 - FOX and FS1: Once the PPV dates are secured, UFC works with its broadcaster to schedule its 22 FOX and FS1 contracted events. UFC tries to schedule its FOX fights the weekend before a PPV for promotional purposes
 - UFC FIGHT PASS: UFC fills in remaining open dates with its UFC FIGHT PASS Fight Night events. Most of these Fight Nights are held internationally and will air in primetime locally (EMEA and Asia)
 - Event dates are set taking into account the competitive environment of all other major sporting and entertainment events
-
- UFC confirms availability in multiple cities for almost every date to ensure location flexibility as fighter matchups and market preferences evolve throughout the year
 - PPV: UFC will hold its mega events in Las Vegas and NYC, with the remaining PPVs being held in other major US markets. UFC will typically hold one PPV event each in Brazil and Canada, its two largest markets outside of the US
 - FOX and FS1: UFC treats FOX events similar to PPV and generally hosts these events in major US and Canadian markets. FOX Sports 1 events will typically take place in smaller US cities. In recent years, UFC has also used FS1 Fight Nights events to expand internationally with the majority of Brazil and Australia events taking place on this platform
 - UFC FIGHT PASS: Venue availability can be challenging in major international cities, so UFC often secures both dates and venues for FP events in Europe and Asia well in advance. The international calendar is typically fixed by Q1 of a given year
-
- Matchmaking and venue selection work in tandem and one often influences the decision process surrounding the other
 - For example, if UFC knows that it has an upcoming event scheduled in a particular country or city, it will try securing a main event featuring a fighter from that region
 - In other cases, the organization has a desired matchup and will then select the most suitable location for that particular main event out of the options available at the time

Venue

Fights

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The New York Effect – Impact of Legalization

Benefits

Legalization of MMA in New York introduces new growth opportunities, including:

① Brand Expansion

- NYC offers an unparalleled opportunity for branding and publicity to expand UFC's reach in the US and globally



Madison Square Garden,
New York City

② Creation of Unprecedented Events

- Potential to host events at iconic, marquee venues, such as Madison Square Garden, Barclays Center, and Yankee Stadium
- Events will drive annual live event revenues given higher ticket prices and larger venues



Yankee Stadium,
New York City

③ Sponsorship

- Increased number of potential blue-chip sponsors with the legalization of UFC in all 50 states in the US
- NYC is home to 55 Fortune 500 companies based in NYC



55
Fortune 500
companies
based in NYC

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Athletes: Development

Athlete Development

- Easy-to-Understand Weight Classes:
Fewer weight classes creates more meaningful championship titles as compared to boxing. Structure allows UFC to put on the fights fans want to see
- Fighter Development Program: UFC seeks up-and-coming talent in international markets and provides training and housing to develop potential UFC fighters
- Fighter Recruiting: Global knowledge of fighter camps and on-the-ground scouts help to identify UFC-ready talent
- Roster Management: UFC actively manages its roster to retain its talent

		Notable Fighters by Weight Class	
		Heavyweight	Champion: Fabricio Werdum Cain Velasquez, Stipe Miocic, Alistair Overeem 36 Fighters
		Light Heavyweight	Champion: Daniel Cormier Jon Jones, Anthony Johnson, Alexander Gustafsson 34 Fighters
		Middleweight	Champion: Luke Rockhold Chris Weidman, Jacare Souza, Vitor Belfort 49 Fighters
		Welterweight	Champion: Robbie Lawler Stephen Thompson, Tyron Woodley, Demian Maia 97 Fighters
		Lightweight	Champion: Rafael Dos Anjos Khabib Nurmagomedov, Anthony Pettis, Nate Diaz 92 Fighters
		Featherweight	Champion: Conor McGregor Jose Aldo, Frankie Edgar, Chad Mendes 68 Fighters
		Bantamweight	Champion: Dominick Cruz TJ Dillashaw, Urijah Faber, Thomas Almeida 56 Fighters
		Flyweight	Champion: Demetrious Johnson Joseph Benavidez, Henry Cejudo, John Dodson 29 Fighters
		Bantamweight	Champion: Miesha Tate Holly Holm, Ronda Rousey, Amanda Nunes 25 Fighters
		Strawweight	Champion: Joanna Jedrzejczyk Claudia Gadelha, Rose Namajunas, Paige VanZant 31 Fighters
Women			

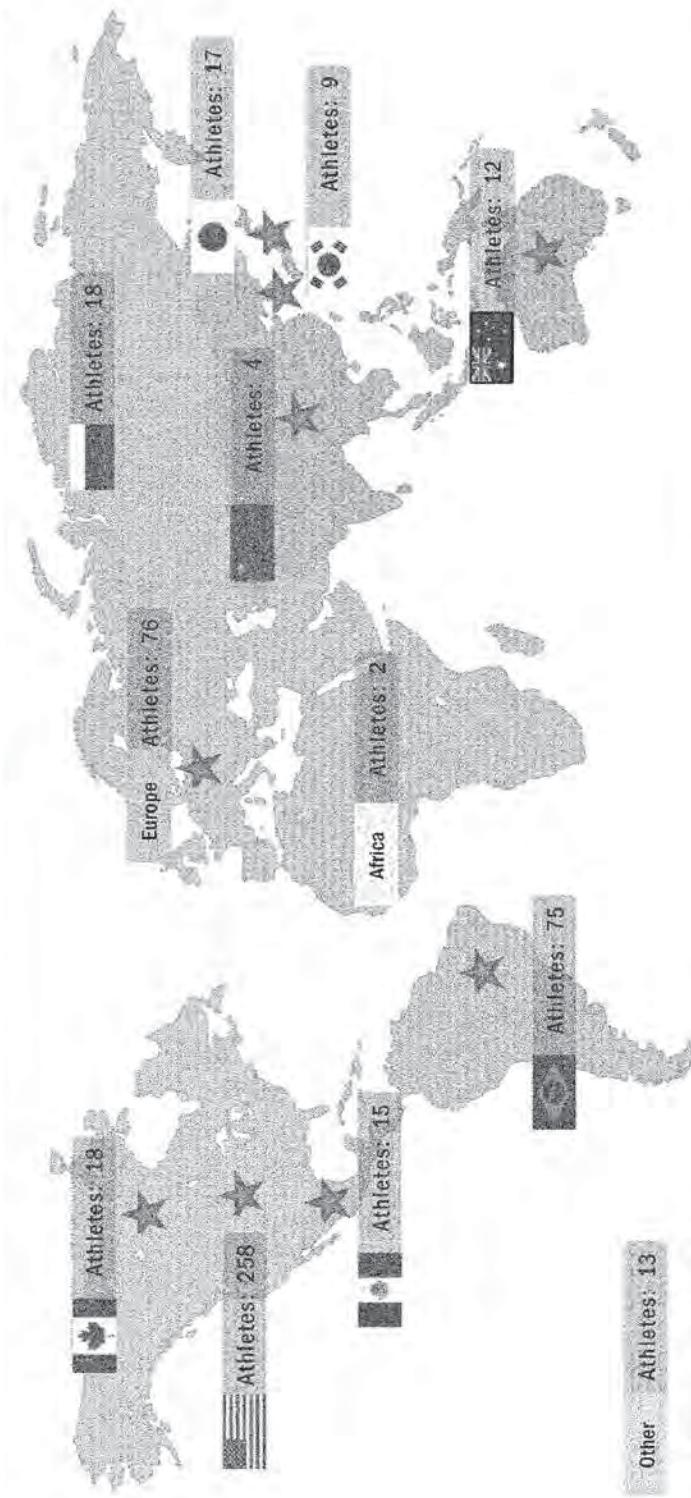


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Athletes: Global Relevance

With ~50% of its roster comprised of international athletes, UFC is more diverse than any other global sports league



Athlete Background



Olympic Medalists



World Champions



Brazilian Jiu-Jitsu
World Champions

Other

Kickboxing, Boxing,
Wrestling, Judo World &
National Champions

UFC

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Athletes: Investing for the Long-Term

Health and Safety



UFC Anti-Doping Program

- Athlete health is UFC's top priority and the organization has the most robust drug testing program in professional sports administered by the US Anti-Doping Agency ("USADA")

- Hired Jeff Novitzky in 2015 to be UFC's new Vice President of Athlete Health and Performance (formerly served at the US FDA leading its anti-doping efforts)
- Weight classes help to ensure evenly matched set of competitors
- Rules for stoppages are in place to ensure that fighters don't suffer unnecessary injury - referees are trained to treat fighter safety as the top priority

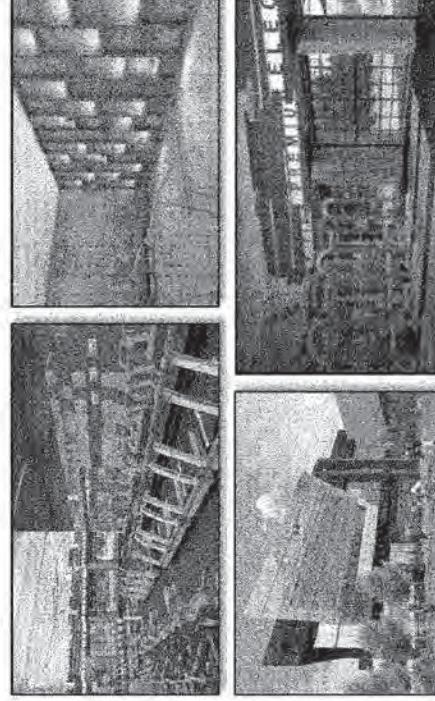
Athlete Health and Performance



UFC Partner

- Opening in May 2017, the 30,000-square-foot Athlete Health and Performance Center ("AHPC") will help UFC fighters train, rehabilitate injuries and gain knowledge about their bodies

- AHPC will include training and exercise equipment, a physiotherapy and rehabilitation, consultation and treatment rooms, nutrition and weight management programs, and performance diagnostics



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Opportunity for High-Impact Synergies

Synergy	Commentary
Content Creation	<ul style="list-style-type: none"> ▪ UFC has a full-service production division that produces content for traditional and digital platforms ▪ Opportunity for efficiencies in content creation (both live and taped) with Disney's global production infrastructure
Turbocharge Pay Platforms	<ul style="list-style-type: none"> ▪ UFC has a robust PPV offering across multiple platforms and its digital subscription service ▪ Leverage owned media platforms and assets to increase awareness and accelerate high margin PPV buys and UFC FIGHT PASS subscriptions
Sponsorship Integration	<ul style="list-style-type: none"> ▪ UFC's sponsorship portfolio is set to grow given recent rebranding efforts and the expansion of the sport globally ▪ Unparalleled integration capabilities and access to "on-field and on-athlete" assets
Brand Expansion and Marketing	<ul style="list-style-type: none"> ▪ UFC has recently invested marketing dollars into its brand, helping to expand the organization's popularity globally ▪ Disney's global reach and breadth of distribution channels can further UFC brand and help the sport reach new demographics

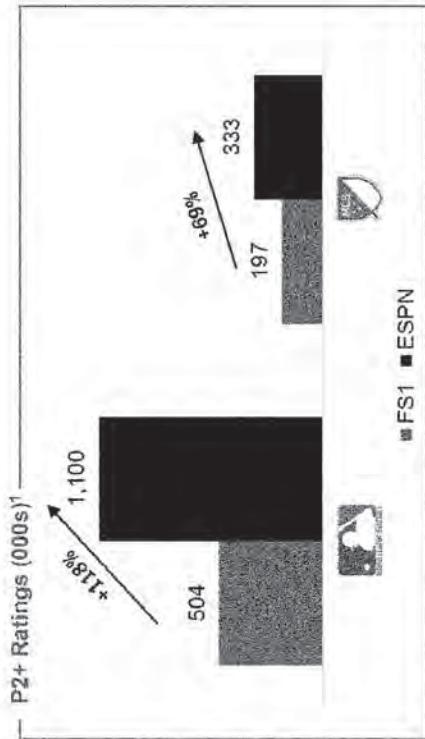
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Disney / ESPN Crossover Opportunity

- UFC represents a unique opportunity for ESPN to own premium content
- In perpetuity and ESPN can provide a near-term catalyst for growth
- Shifting content to ESPN from other networks can immediately boost ratings as demonstrated by the MLB and MLS
- Despite similar demographics of UFC fans and ESPN viewers, there is a significant portion of fans/viewers that do not overlap, providing an opportunity to boost viewership on both ESPN and UFC content
- UFC fans are the leading index among ESPN advertisers across multiple categories; overlap of audience creates opportunity to boost advertising revenues across both UFC and ESPN platforms

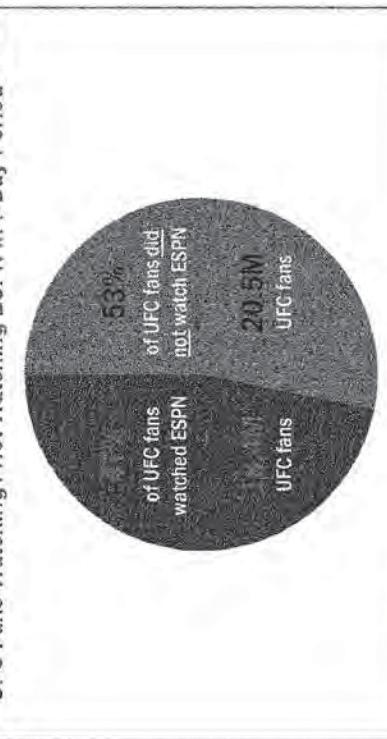
Ratings Uplift on ESPN vs. FS1



UFC Audience Fit with Current ESPN Advertisers

	QSR	Subway	Retail	
Auto Insurance	TACO BELL	GEICO	Sit-Down Restaurants	Applebees
	PROGRESSIVE		Miscellaneous	Fantasy Gaming
Auto	FENTON	PEPSICO	Video Gaming	Gaming

UFC as a Catalyst for ESPN Viewership



Source: Scarborough, Nielsen, SNL Kagan and publicly available information.

¹ Based on MLB and MLS regular season games in 2015.

² Based on adults 18+, "fan" = any interest.

³ Leading Index refers to first or second highest index among UFC, NFL, MLB, NBA, NHL, NASCAR, MLS, PGA, ATP/WTA, NCAA.

32

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Expanding Beyond Zuffa

- Scale the number of prime time international events to satisfy pent-up demand
 - Higher velocity of interaction by local fans with the brand
 - Valuable content that can be monetized globally
 - Increased sponsorship assets
 - Platform to cultivate geographically relevant talent
 - Improved market specific media coverage
- Use UFC content as a catalyst to grow owned international channels

International Expansion

- Flexibility in scheduling and programming to best optimize for your offering versus being driven by third party leagues (e.g. College football championship)

Scheduling Flexibility

- Full ownership of all UFC content allows for the creation of a global digital sports distribution vertical
- Build health and performance center in other key markets (e.g. Brazil, Europe)
 - Develop an academies program to develop amateur and youth talent (e.g., China)

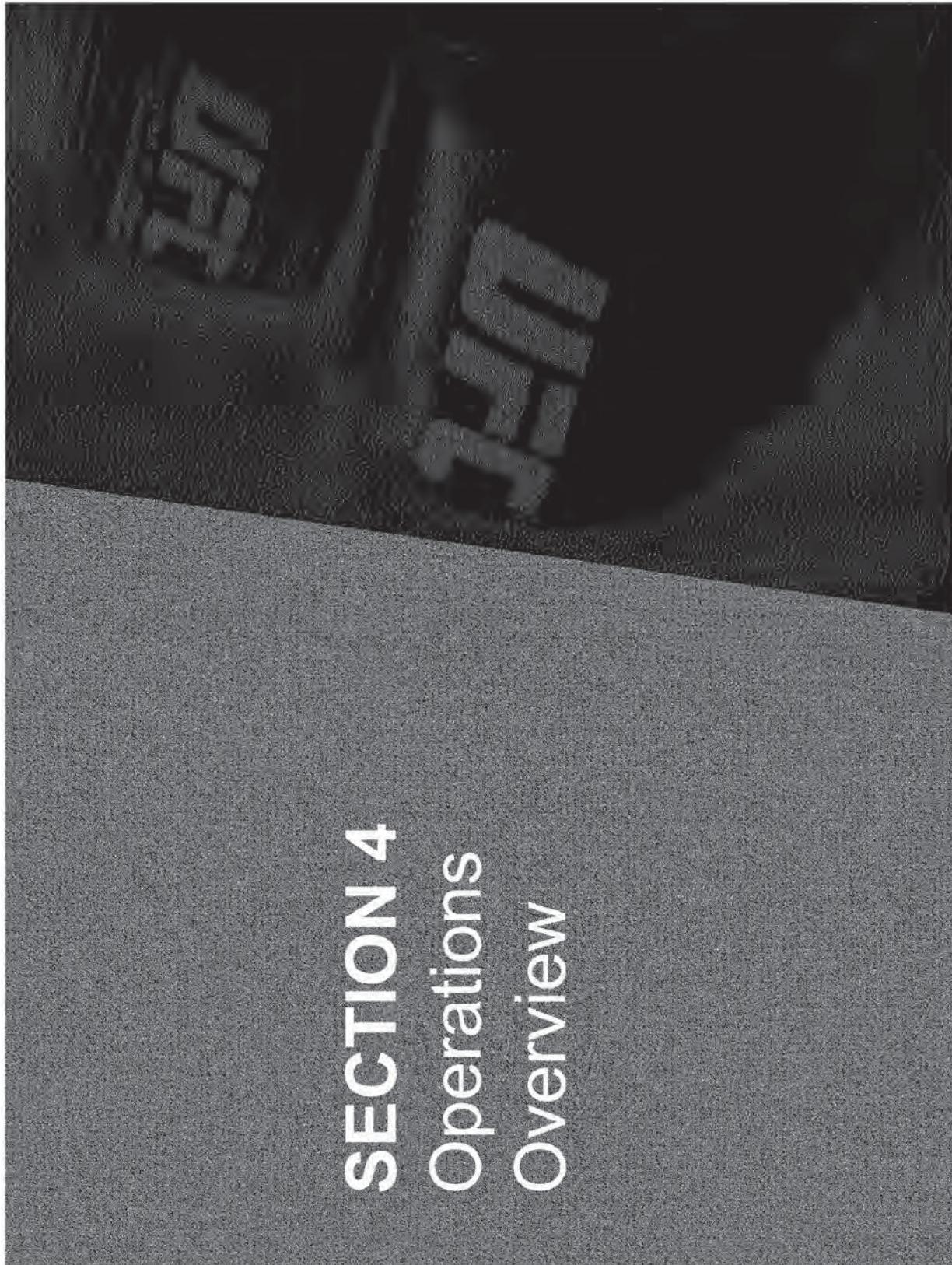
UFC FIGHT PASS as a Pillar to Build Leading OTT Vertical

Accelerating Investment in Athlete Training & Development



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SECTION 4

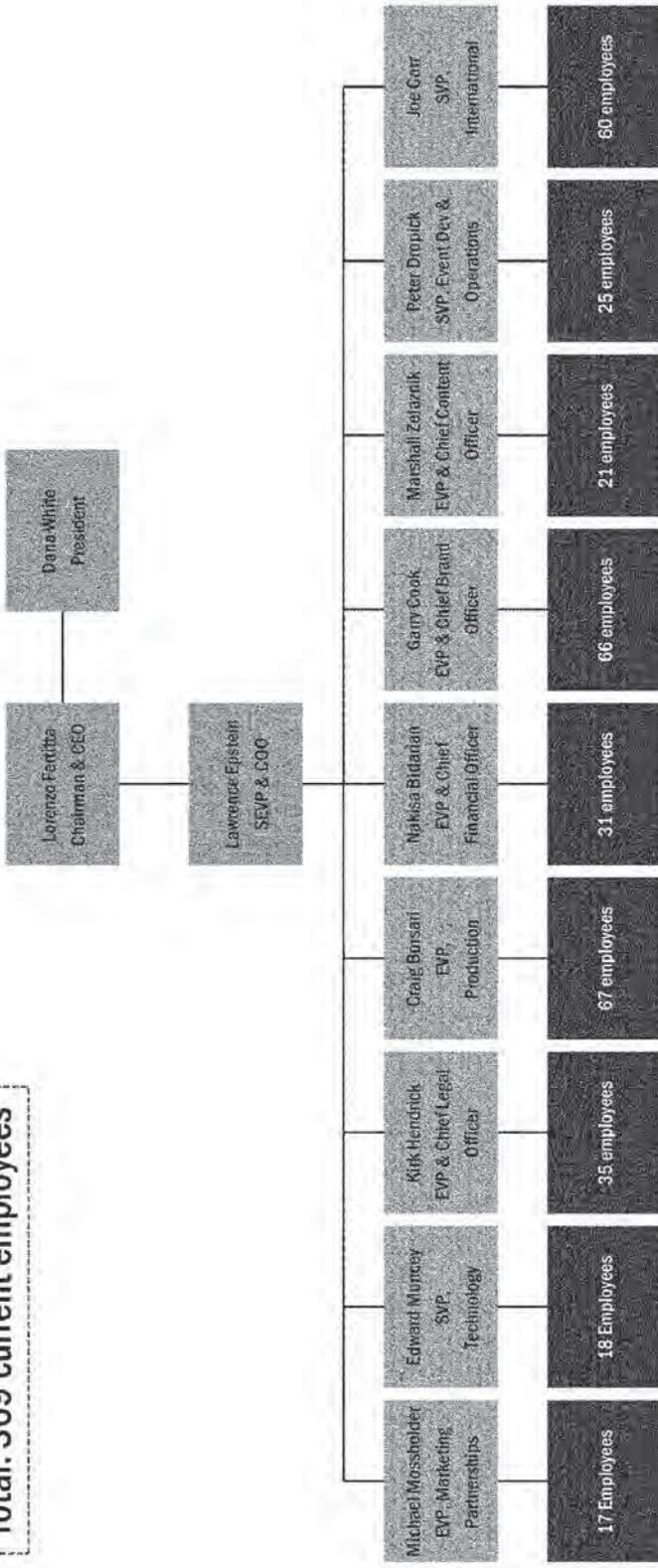
Operations Overview

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Organizational Structure

Total: 369 current employees



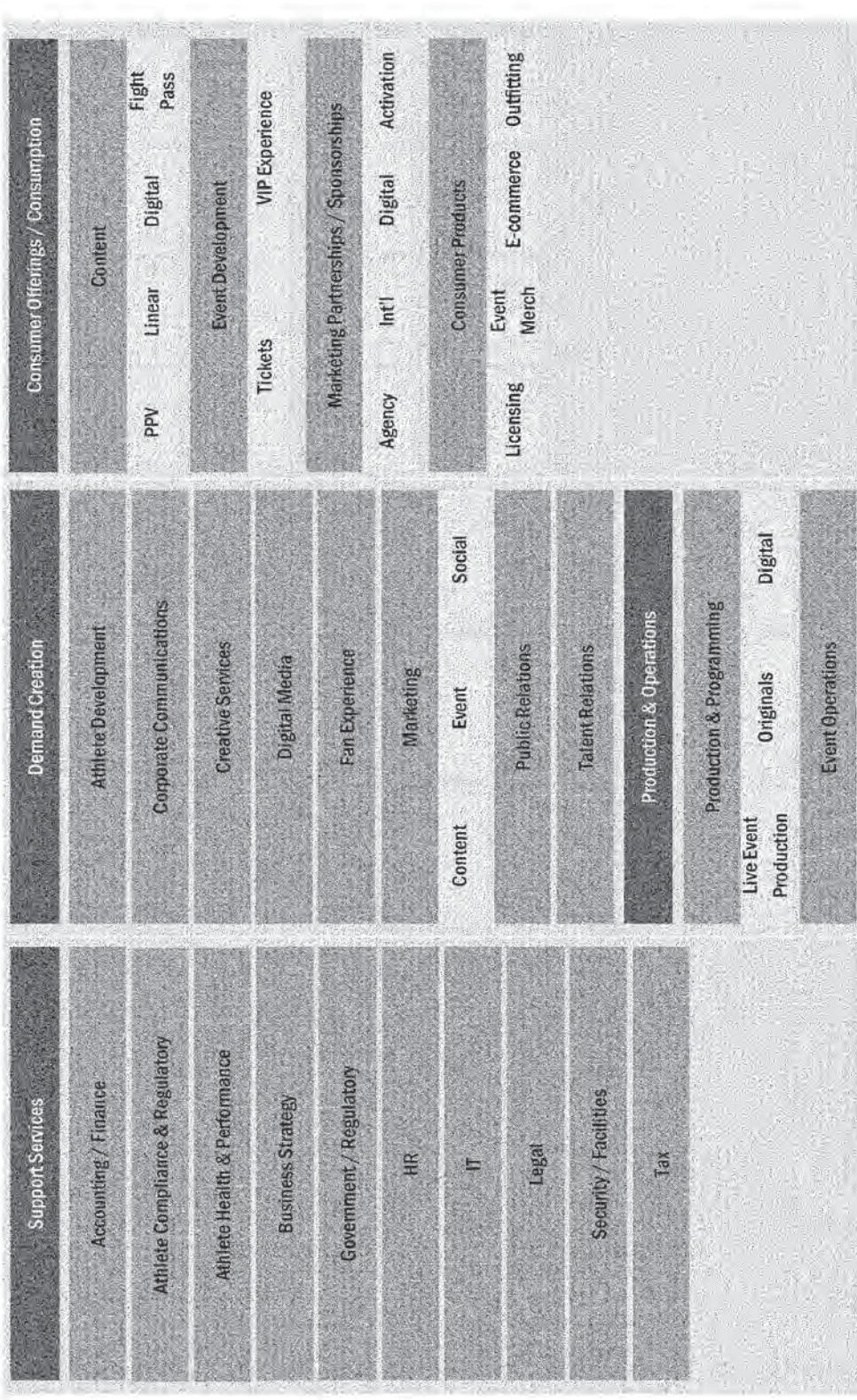
Executive Support: 17 employees

UFC

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UFC Operating Model

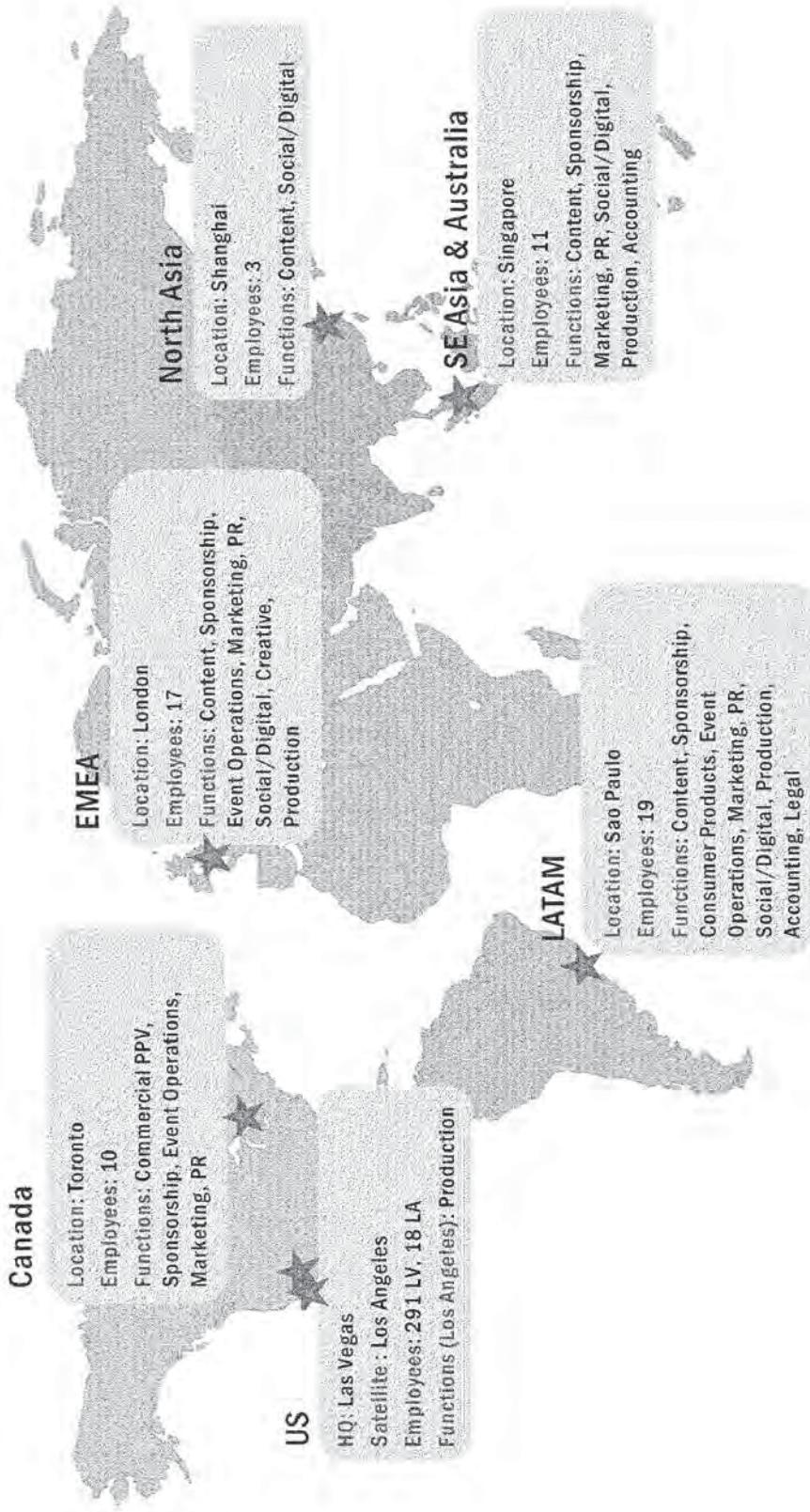


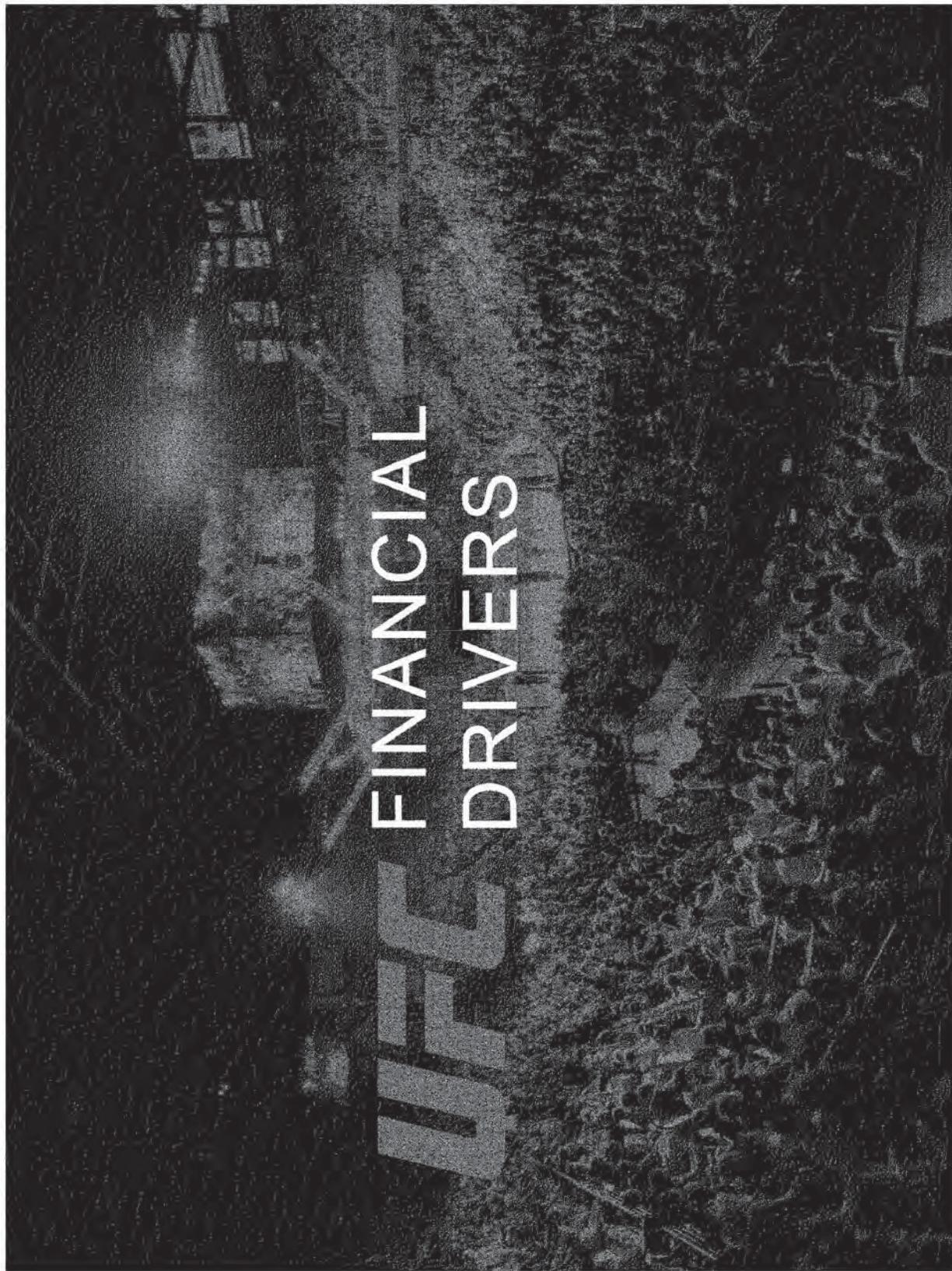
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Global Infrastructure





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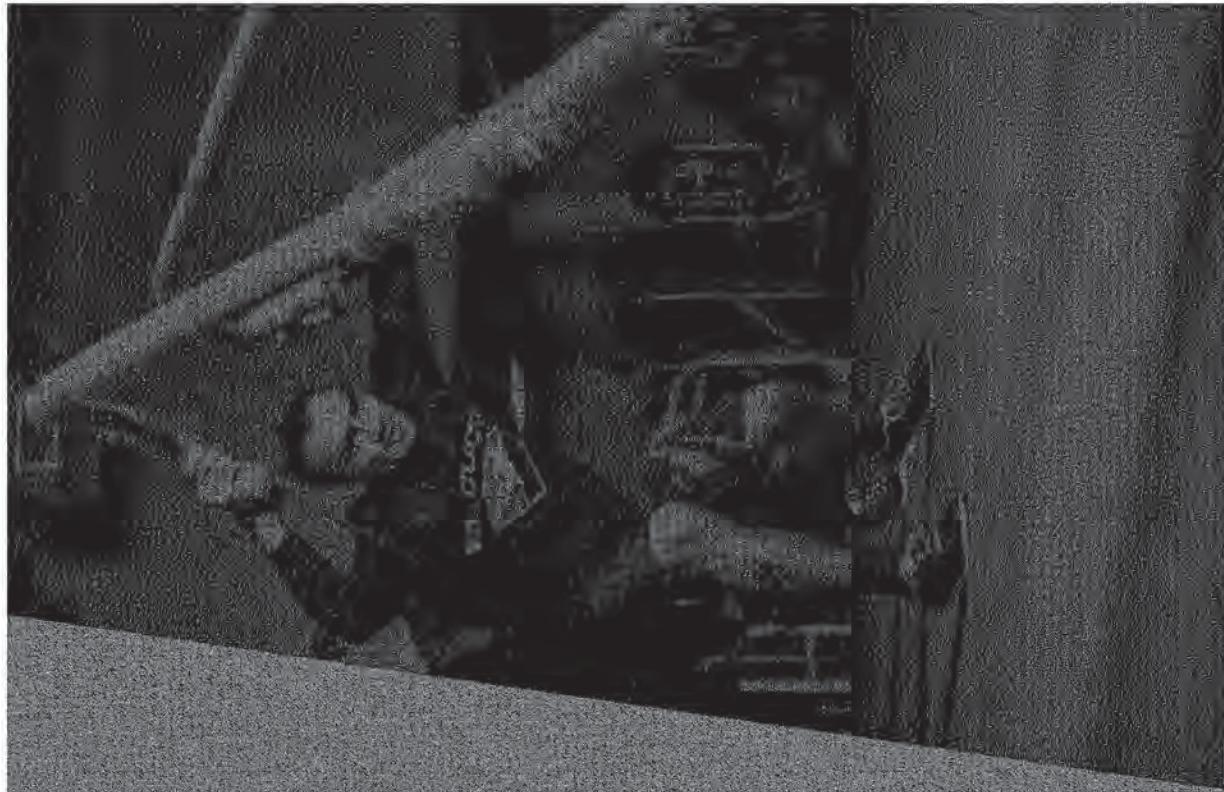
The Next Five Years

Segment	Key Drivers and Plan	Revenue Projections																																				
Revenue by Business Segment (\$ in m)																																						
Content	<ul style="list-style-type: none"> 2019 optimization of US / Canada distribution strategy Enhance PPV economics by: <ul style="list-style-type: none"> Driving higher-margin digital PPV Negotiating higher revenue splits upon contract expirations Growth of UFC FIGHT PASS digital OTT subscription service Growth in undersold international media rights and transition from output deals to packaged rights sales 	<p>CAGR 12A-15A: 11%</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Content</th> <th>Events</th> <th>Sponsorship</th> <th>Consumer Products</th> <th>Expenses</th> </tr> </thead> <tbody> <tr> <td>2012A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2013A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2014A</td> <td>\$450</td> <td>\$352</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2015A</td> <td>\$450</td> <td>\$362</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2016A</td> <td>\$455</td> <td>\$378</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> </tbody> </table>	Year	Content	Events	Sponsorship	Consumer Products	Expenses	2012A	\$446	\$359	\$326	\$356	\$305	2013A	\$446	\$359	\$326	\$356	\$305	2014A	\$450	\$352	\$325	\$355	\$305	2015A	\$450	\$362	\$325	\$355	\$305	2016A	\$455	\$378	\$325	\$355	\$305
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Events	<ul style="list-style-type: none"> Capitalizing on investment in UFC brand, new premium venues, new ticket-selling technologies, and sanctioning of NY market 	<table border="1"> <thead> <tr> <th>Year</th> <th>Content</th> <th>Events</th> <th>Sponsorship</th> <th>Consumer Products</th> <th>Expenses</th> </tr> </thead> <tbody> <tr> <td>2012A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2013A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2014A</td> <td>\$450</td> <td>\$352</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2015A</td> <td>\$450</td> <td>\$362</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2016A</td> <td>\$455</td> <td>\$378</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> </tbody> </table>	Year	Content	Events	Sponsorship	Consumer Products	Expenses	2012A	\$446	\$359	\$326	\$356	\$305	2013A	\$446	\$359	\$326	\$356	\$305	2014A	\$450	\$352	\$325	\$355	\$305	2015A	\$450	\$362	\$325	\$355	\$305	2016A	\$455	\$378	\$325	\$355	\$305
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Sponsorship	<ul style="list-style-type: none"> Expanding into open categories and improving sell-through of inventory 	<table border="1"> <thead> <tr> <th>Year</th> <th>Content</th> <th>Events</th> <th>Sponsorship</th> <th>Consumer Products</th> <th>Expenses</th> </tr> </thead> <tbody> <tr> <td>2012A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2013A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2014A</td> <td>\$450</td> <td>\$352</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2015A</td> <td>\$450</td> <td>\$362</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2016A</td> <td>\$455</td> <td>\$378</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> </tbody> </table>	Year	Content	Events	Sponsorship	Consumer Products	Expenses	2012A	\$446	\$359	\$326	\$356	\$305	2013A	\$446	\$359	\$326	\$356	\$305	2014A	\$450	\$352	\$325	\$355	\$305	2015A	\$450	\$362	\$325	\$355	\$305	2016A	\$455	\$378	\$325	\$355	\$305
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Consumer Products	<ul style="list-style-type: none"> Contractual growth of revenues from key partners, EA Sports and Reebok 	<table border="1"> <thead> <tr> <th>Year</th> <th>Content</th> <th>Events</th> <th>Sponsorship</th> <th>Consumer Products</th> <th>Expenses</th> </tr> </thead> <tbody> <tr> <td>2012A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2013A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2014A</td> <td>\$450</td> <td>\$352</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2015A</td> <td>\$450</td> <td>\$362</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2016A</td> <td>\$455</td> <td>\$378</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> </tbody> </table>	Year	Content	Events	Sponsorship	Consumer Products	Expenses	2012A	\$446	\$359	\$326	\$356	\$305	2013A	\$446	\$359	\$326	\$356	\$305	2014A	\$450	\$352	\$325	\$355	\$305	2015A	\$450	\$362	\$325	\$355	\$305	2016A	\$455	\$378	\$325	\$355	\$305
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Expenses	<ul style="list-style-type: none"> Stable cost structure driving significant margin expansion 	<table border="1"> <thead> <tr> <th>Year</th> <th>Content</th> <th>Events</th> <th>Sponsorship</th> <th>Consumer Products</th> <th>Expenses</th> </tr> </thead> <tbody> <tr> <td>2012A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2013A</td> <td>\$446</td> <td>\$359</td> <td>\$326</td> <td>\$356</td> <td>\$305</td> </tr> <tr> <td>2014A</td> <td>\$450</td> <td>\$352</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2015A</td> <td>\$450</td> <td>\$362</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> <tr> <td>2016A</td> <td>\$455</td> <td>\$378</td> <td>\$325</td> <td>\$355</td> <td>\$305</td> </tr> </tbody> </table>	Year	Content	Events	Sponsorship	Consumer Products	Expenses	2012A	\$446	\$359	\$326	\$356	\$305	2013A	\$446	\$359	\$326	\$356	\$305	2014A	\$450	\$352	\$325	\$355	\$305	2015A	\$450	\$362	\$325	\$355	\$305	2016A	\$455	\$378	\$325	\$355	\$305
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SECTION 1

Content

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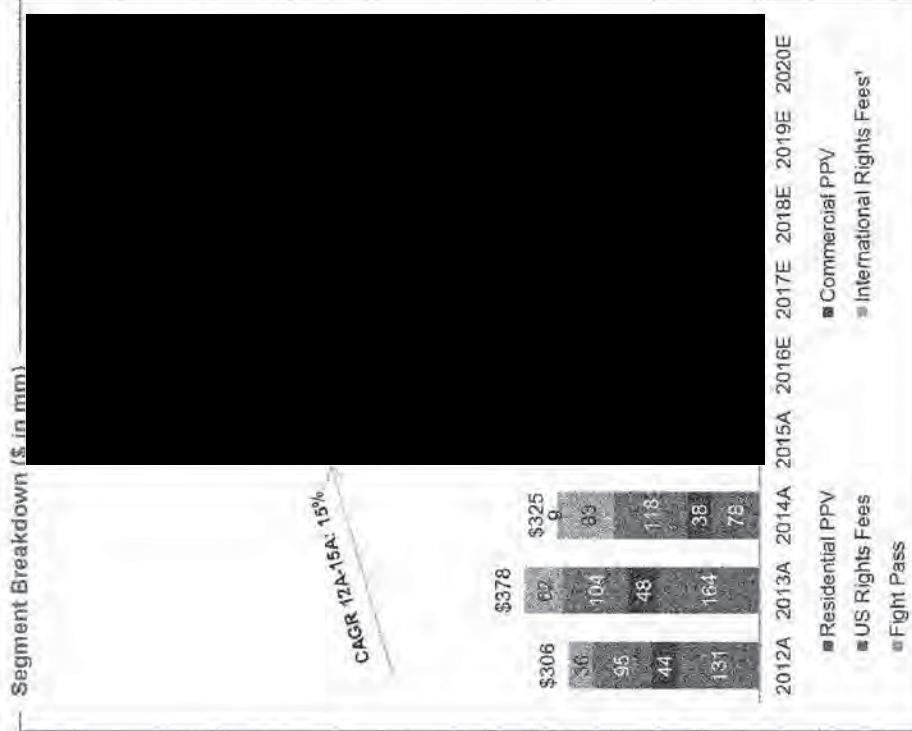
Content Revenue Overview

Revenue Drivers

- UFC monetizes its content through multiple distribution channels:

 - traditional and digital Pay-Per-View ("PPV"), media rights licensing (both domestic and international), and UFC's subscription, direct-to-consumer OTT service **UFC FIGHT PASS**
 - Each distribution channel provides distinct advantages and maximizes the value of UFC content
 - Media rights licensing to linear TV, such as FOX, captures a broad mainstream audience and builds a loyal fan base
 - These platforms create stars and serve as a promotional channel driving audience to other content platforms
 - PPV capitalizes on consumer demand for premium events and generates significant revenue upside
 - The transactional nature of PPV has conditioned UFC fans to pay for UFC content, contributing to the rapid growth of **UFC FIGHT PASS**
 - Importantly, UFC owns all of its content, including all prior fights, TV programs and newly produced content
 - Allows significant flexibility with distributing, marketing and monetizing content
 - Control of production ensures broadcast quality and consistency
 - UFC competes with other major sports by offering a more personal experience, building excitement for every event by drawing them into athletes' lives and rivalries

Content Revenue



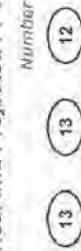
¹ International includes other revenue of \$4.0mm in 2012, \$2.4mm in 2013, \$1.6mm in 2014, \$0.6mm in 2015, and \$0.2mm thereafter.



Content Driver: Pay Per View

Total PPV Revenue

Historical and Projected PPV Revenue (\$ in mm)



Cable & Satellite PPV



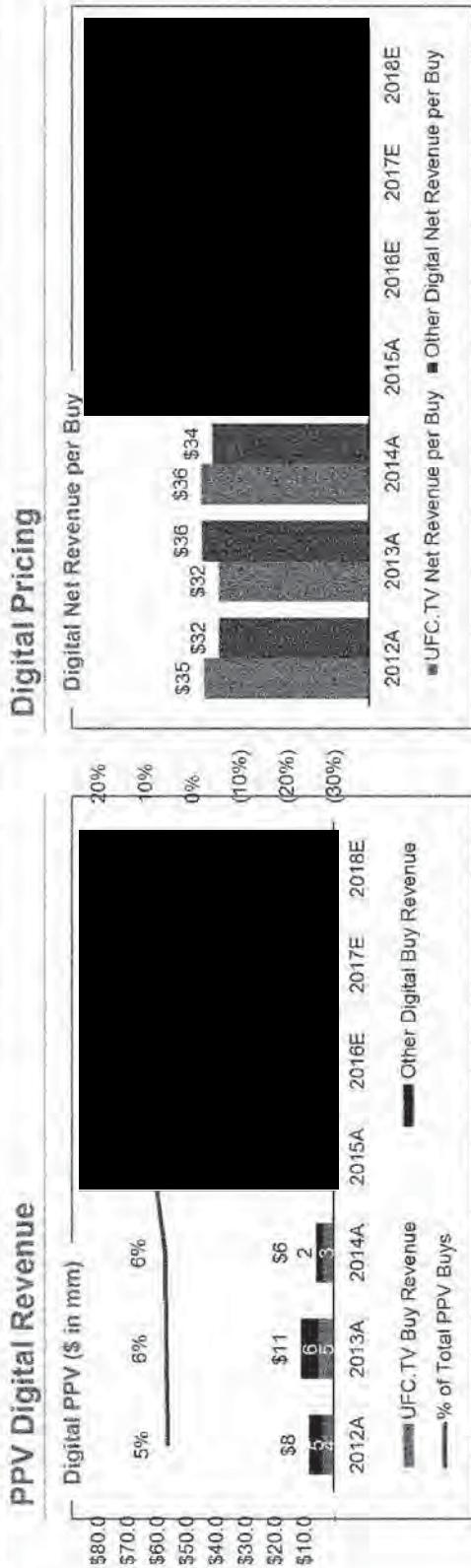
- Historical PPV SRP increases have shown the strong demand for our content, even during economic downturn
- Flexibility of distribution (OTT, digital PPV, linear TV) provides leverage in contract renewals with PPV providers to drive more favorable revenue splits
- Earned media coverage of UFC events on global platforms greatly increases promotion of events at no cost, leading to increased number of buys
 - UFC 196 generated 1.3mm+ PPV buys, the most in UFC history

Cable & Satellite PPV Digital PPV Commercial PPV

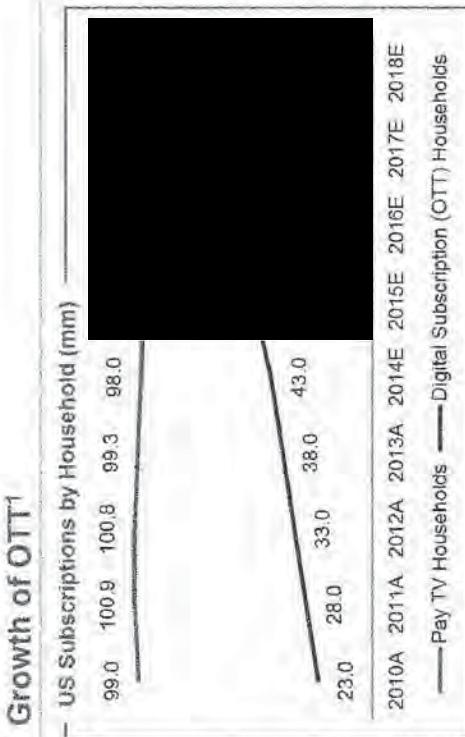
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Content Driver: Digital Pay Per View



- UFC's premium PPV product is DIVIDE OR IRUGU WOOSKEUKOHM RQ 8) & 73 DOG 8) & DSSNEHARWQH DFURWDZ LGH DDJ H RI GHYPAH, SURYEQD VHMHDCEH QHJHW W 8) &
 - UYH DGGMWRQDQHAKH H DV 8), & UHMHQD DJI UHMUUSURSWRQH RI HDKF EXY
 - (-85 RQ 8) & 79) -70 RQ 3rd SDWY 27 SDWYR V
 - &HDWM OMFLD H Z KHZ QHJ RHDWQJ 3.39 GUIMEXWQH DJI LHPH HWZ DKM WDQURQDOSURVQHGU
 - \$ OMLODWH GUIMEXWQH SRQWNLUB) & VJ (NEDOKGQH WNDKGRHM QRWKDMH DFFHW VR WDQURQDOSURVQHOG VDQ VDWKHM 3.39 SURGHLV
 - Ability to capture purchasers' information and build a CRM database
 - GOREDKUMH 2.77 FROXP SWQH DOGJ LURZ WK RI 2.77 SDWYR V (6P DWYV, \$\$\$01, 51 HW) 7 LOGOHDH QFUDHG SURSWRQH RI GU DUANCEYV
 - 8) & 79 2016: SUFH LCFUDH GLYHQH EY LDFQI IQMLUDQROOP DUNHW VR EHHD QCHZ
 - 86 SUFHQ (FDQH JIP SDFP HQMG IQ DMW 2015 ZLW P LQPQ DQPH SDFWV QXP EHUR E
 - 3UEQI IRUERW GU IMOSDWRP VIRQZ WD3EMRQD339 P RHEHZ UW SDQOQHG \$5 LOFHNDH 01 2018



Leichtman Research Group, U.S. Census Bureau

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Content Driver: Commercial Pay Per View

- &RP P HFLD0339 J HFLDMM VFLH0XH LQ 8.6. &DQGDG \$XWMDQ DQG NHZ ZHD0036
VIP (DQY WH UMGHQD0339 EXWQHM
- O DFLWY RI FXWMP HU LQ WH 8.6. \$XWMDQ DQG NHZ ZHD0036 SXXFKDWH RQ DOG HYHQMR RHQMEDMV
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- 8) & XWVUDON DJ HON LQ HFLK UH IRO\ GRIMP QH LDMW, SDFNDI HV DQG QHJ RFLDM GRDQ Z UW ERM LQGHSHQGHQWMEQWKP HQW DQG FRQDDFFRQW
- 3UFLQ LV VAMH0XH W WHFPRP SHAWH VSRLW P DUNAHQHILQP HQW DQG IV GHIMP LQHG DV SULFH SHURFFXSQWEMHG RQ WH) LH &RH 2FFASDQFy
- &RP P HFLD0339 OFDWRJ UZ W KFLRJ K SDLWHDULSV Z UW XQGHLSHQHMDWQ ODWRQZ LQH FKDQY (TG.) UGDY, \$SSOEEHV, HW.)
- &XWQHQY WWMQ) LQ ~20 OFDWRQY RI TG.) UGDY (~1,000 UHMOKLDQW)
- O DFLWQJ SFLDQZ MK ' WF-79 W GUH IXUWFLFRP P HFLDORFDNQRJ UZ W 3RMQMDQW KUWFRP P HFLD0339 W 8) & GU WMDQDNRP V GUQW P DU IQ
- 8) & ZLDEH DEQW RI RUHUCH FROMQWKR EDLU / UHMOKLDQW Z IMRKWDQW
W SDY DVWYUHIIH, LFUFHDLQI DQXDOQHWWH(XH W 8) & EY ~\$11.8P P
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GRDOLVWH QDWHZ YHOU

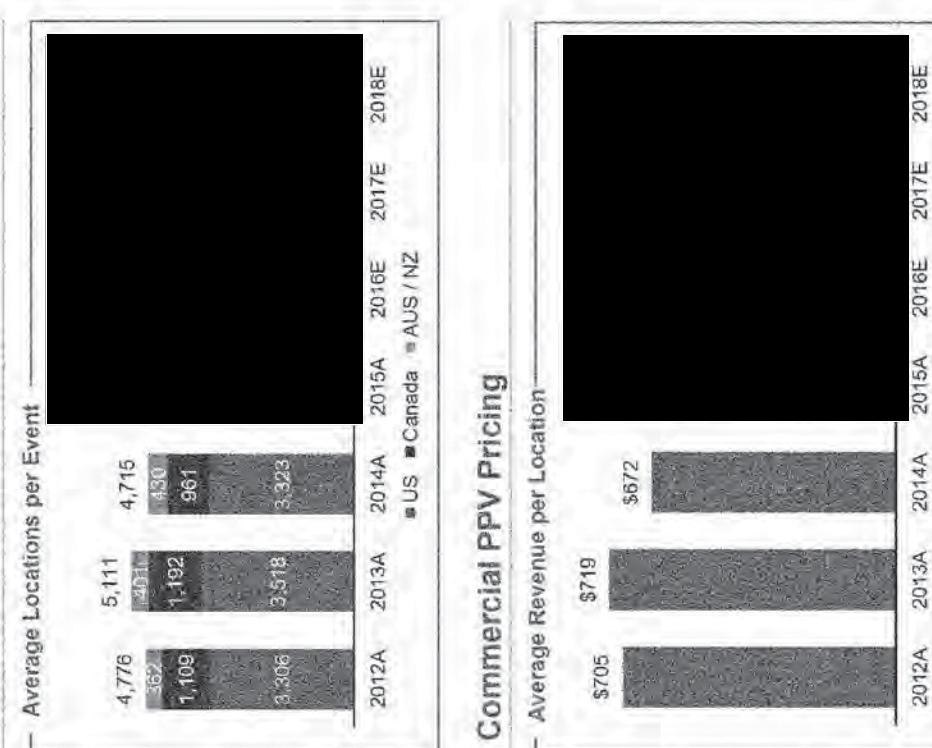
Key Chain Accounts



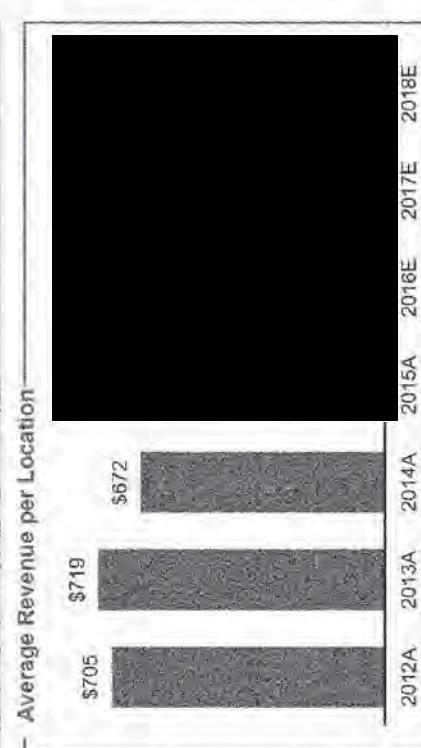
¹ \$250 per location per event estimated based off 2015.

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Commercial PPV Locations



Commercial PPV Pricing



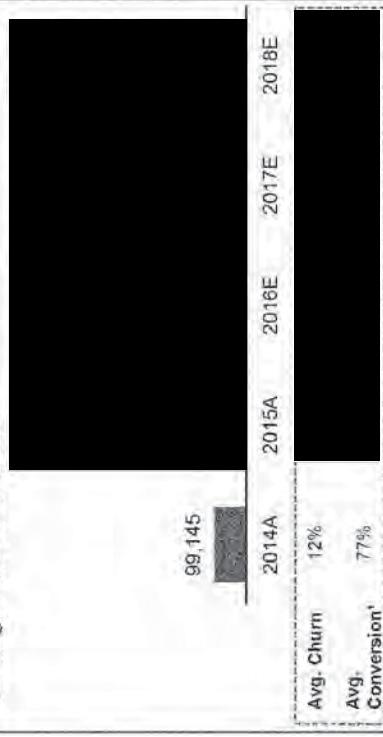
Content Driver: *UFC FIGHT PASS*

UFC Digital Content Revenue



UFC FIGHT PASS Key Assumptions

Average Paid Subscribers



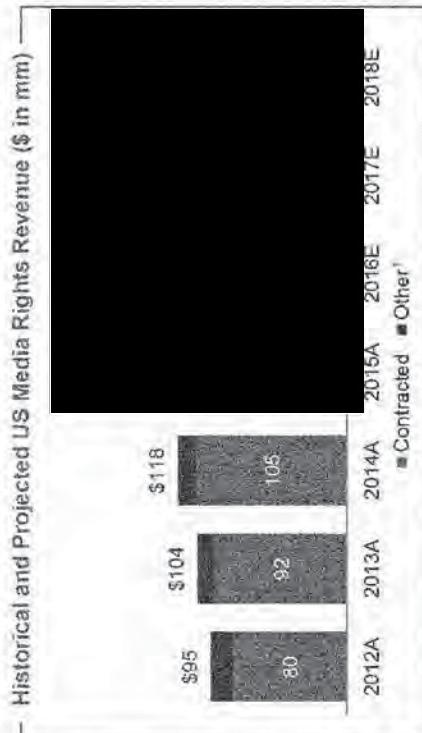
UFC

¹ Average conversion from new actives to paid actives (new actives are free trial subscribers).

- UFC FIGHT PASS has already surpassed 300k subscribers with minimal external marketing spend to date
- Current budget assumes 6 exclusive UFC events per year (in addition to PPV & linear TV prelims)
 - UFC has yet to place a premium event on UFC FIGHT PASS in US prime time
- Conservatively projects slight increase in month-to-month retention over the projection period (~3% increase from 2016 - 2020)
 - Retention varies on monthly basis, peaking in months with premier exclusive UFC events
- Conversion of free-trial subscribers held constant at 79% monthly average (based on historical data)
 - UFC FIGHT PASS is priced at \$9.99 per month and is assumed constant in the projection period
 - Assumes UFC net revenue per buy of [REDACTED]

Content Driver: US Media Rights

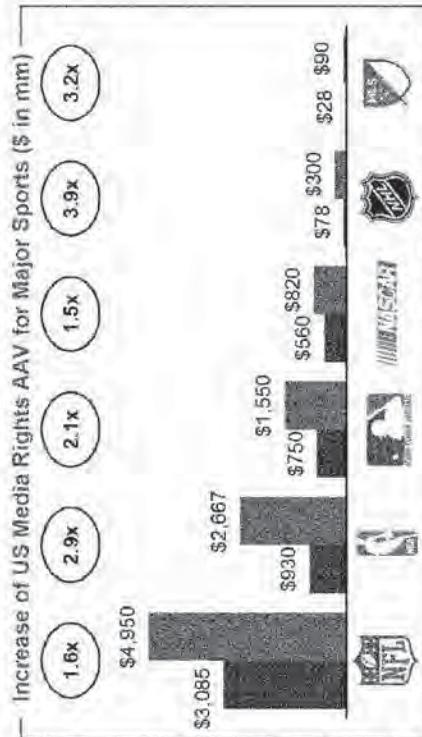
Domestic Media Rights



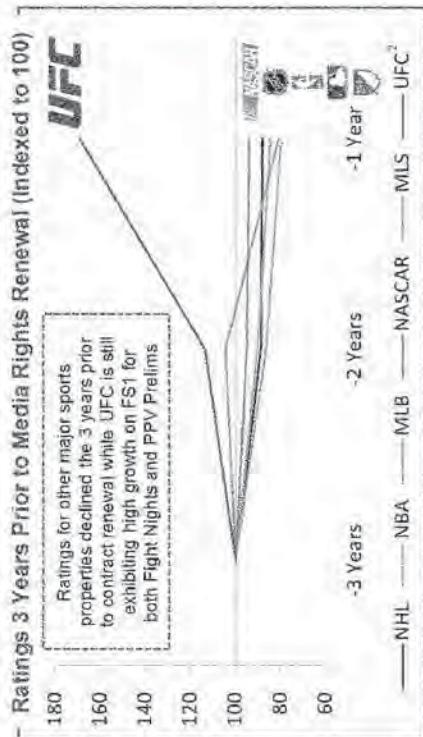
- Optimization of US / Canada distribution strategy in 2019 will result in significantly greater rights fees given:

- Ratings performance of UFC content across FOX's networks
- Increasing value of live premium sports content in the currently fragmented audience environment
- Increased competition among broadcasters and new media distribution platforms
- UFC's success in attracting advertiser-coveted demographics
- Creation of distinct content packages and unbundling of US Spanish-language rights
- Precedent sports rights contract renewals
- Despite representing a significant jump from the previous SPIKE / Versus deals, the current FOX deal is significantly below market
- Unlike the sports leagues, UFC bears all content production costs

Precedent Sports Rights Fee Increases



League Viewership Prior to Rights Renewal



Source: Wall Street Research, Nielsen, SNL Kagan and publicly available information.
¹ Includes FOX spot inventory value.
² P2+ ratings from 2014-2016 for UFC Fight Nights on FS1.

Potential Bidders for UFC US Media Rights

Distribution Partner	Type	Current Major Licensed Sports Content
FOX	Broadcast	UFC
NBC	Broadcast	
CBS	Broadcast	
abc	Broadcast	
univision	Broadcast	
T	Broadcast	
espn	Fully Distributed Sports Cable Network	UFC
espn	Fully Distributed Sports Cable Network	
msnbcn	Fully Distributed Sports Cable Network	
lts	Fully Distributed Cable Network	
tv	Fully Distributed Cable Network	
spike	Fully Distributed Cable Network	
msn	Multi-system Operator	
iptv	Over-the-top	
iptv	Over-the-top	
cwtv	Over-the-top	
comcast	Premium Cable Network	
hbo	Premium Cable Network	
verizon	Telecommunications Provider	

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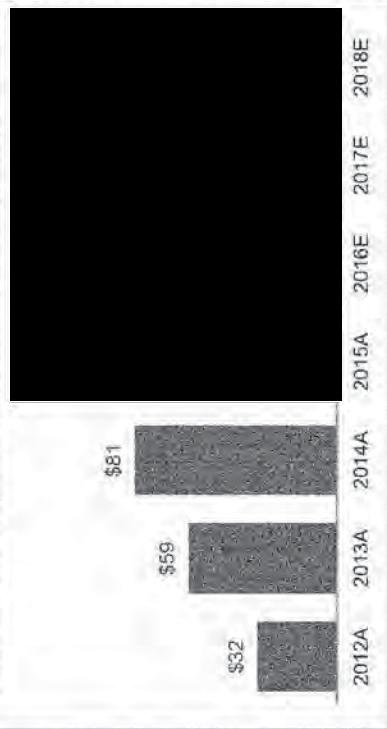
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Content Driver: International Rights Fees

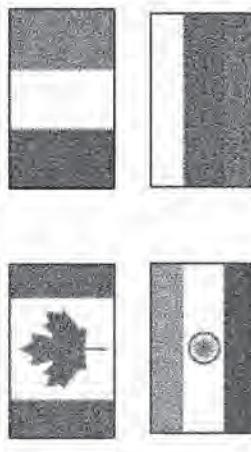
International Media Rights

Historical and Projected Int'l Media Rights Revenue (\$ in mm)



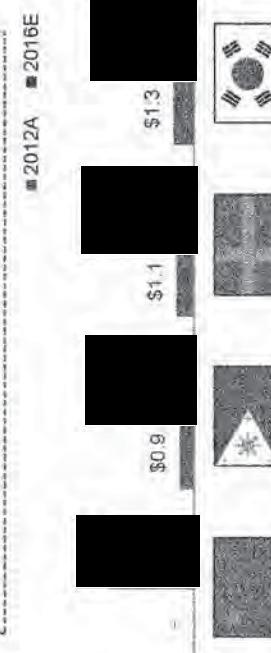
Undermonetized Markets

Media rights in the following markets have been artificially depressed for various reasons and represent tremendous near-term potential: Canada, France, Germany, India, Russia and UK



Historical Precedent for Media Rights Increases

Recent growth in China, Philippines, South Korea and Sweden are representative of the revenue potential internationally given the continued investment in these markets

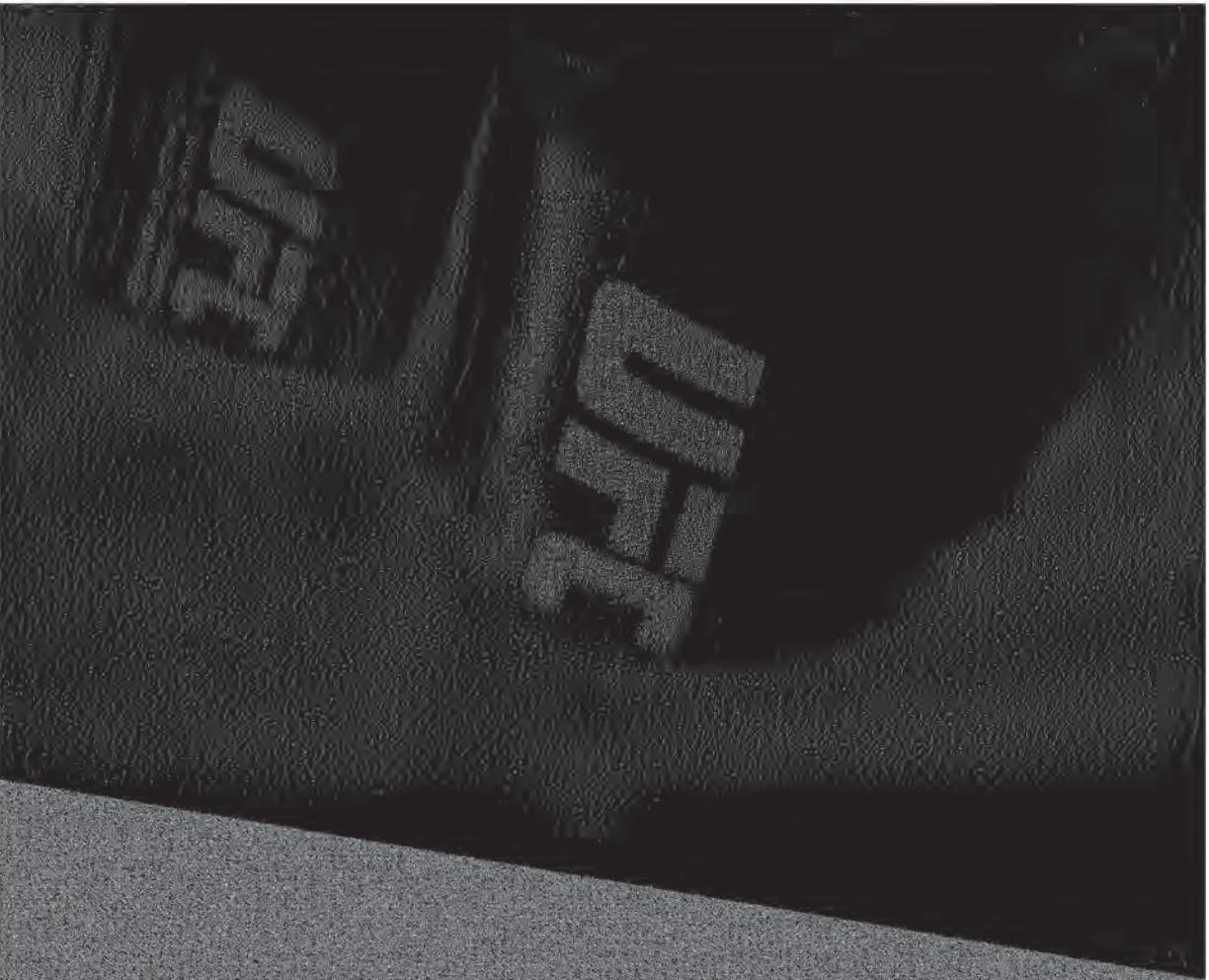


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SECTION 2

Live Events

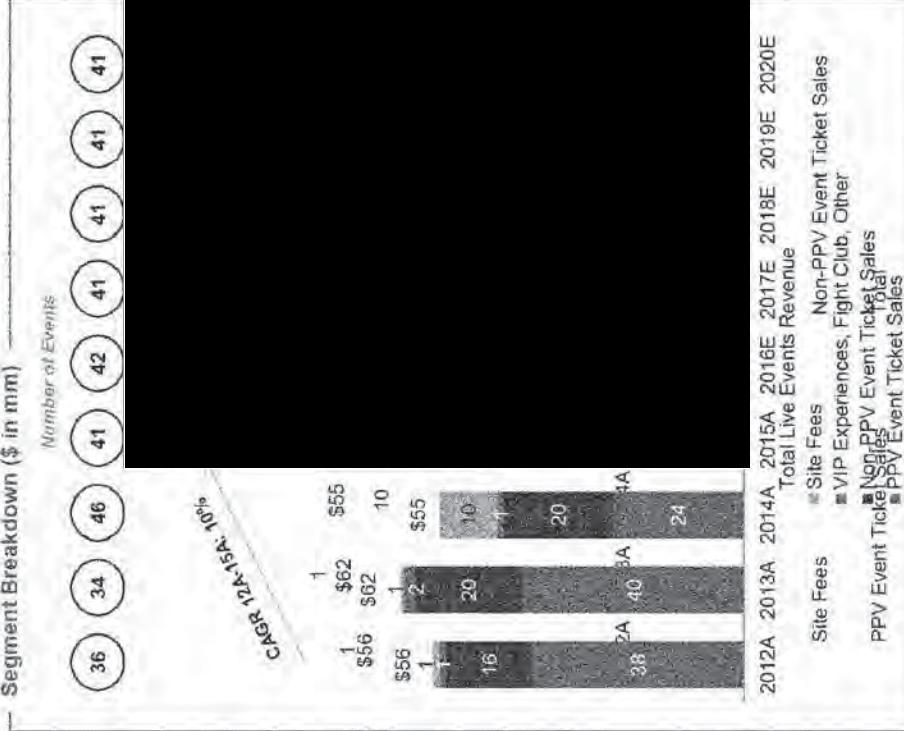
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Live Event Revenue Overview

Revenue Drivers

- With over 300 events held to date in 19 countries, UFC expects to host 41+ events per year going forward
- UFC events are premium consumer experiences and are instrumental in building brand awareness
- The events generate substantial revenue through ticket sales (one of the highest ticket prices in sports) and create incremental revenue opportunities from concessions, merchandise, and site fees
 - UFC typically hosts 5-6 marquee events annually in Las Vegas
 - Opening of NY markets allows for 1-2 more Las Vegas - level gates
 - Opportunistically secure above-market site fees in select international markets
- Further live event revenue growth expected from the continued development of pricing technologies such as dynamic pricing, secondary resale platforms and alternative sale platforms such as GroupOn Live, LivingSocial, WalMart Ticket Outlets and Score Big
- Actively working with Ticketmaster on creating a consolidated UFC-specific sale, resale and dynamic pricing platform to maximize revenue streams

Live Event Revenue



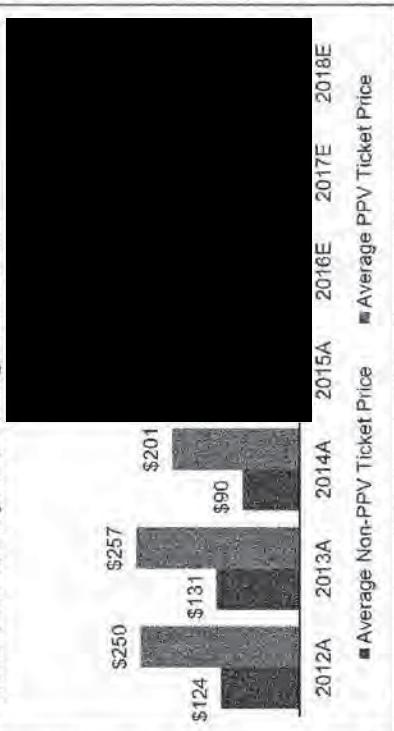
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Live Event Driver: Ticket Sales

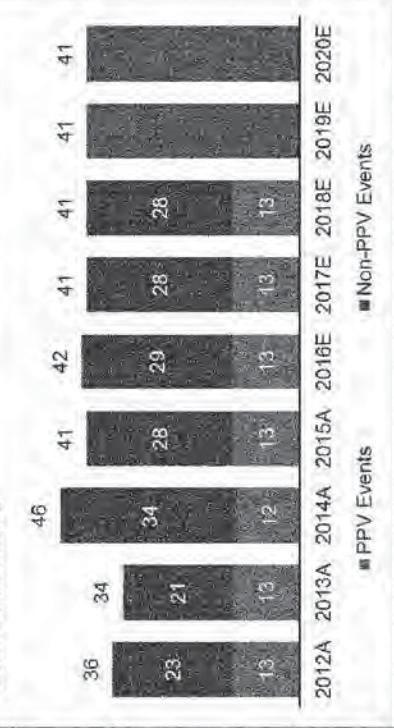
PPV and Non-PPV Ticket Sales

Historical and Projected Average Ticket Price



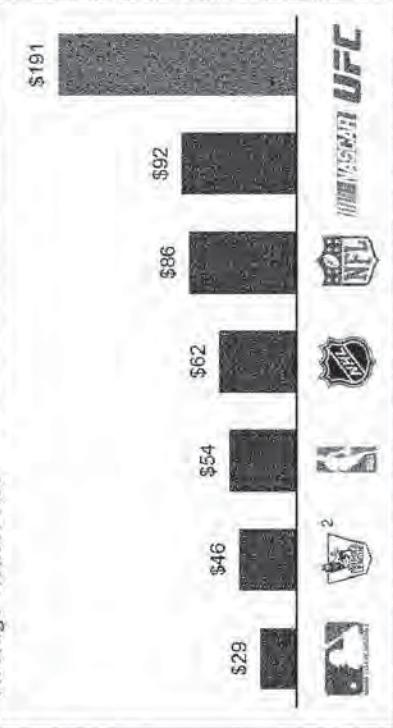
PPV and Non-PPV Events

Event Breakdown



Sports Leagues Ticket Price Benchmarking

Average Ticket Price¹



- Historical sell-through rates of 70%- 75%
- The forecasted growth in PPV ticket prices in 2016 is driven by several marquee events (e.g. UFC 200), opening of T-Mobile arena in LV, and the legalization of MMA in NY
- UFC 196 in the MGM arena boasted an avg. ticket price of \$611
 - In addition to marquee events, ticket price growth is driven by smaller events (tickets per event decline to 11.8k vs. 14.0k in 2015) which have higher average ticket prices
- Conservatively forecast PPV ticket prices to decrease in 2017 after UFC 200 and initial NYC event in 2016
- Conservatively forecast non-PPV ticket prices remaining nearly flat

Source: Average ticket prices as per Team Marketing Report and publicly available information.

¹ Average ticket price as of 2015; MLB, NBA, NHL, and NFL pricing excludes playoffs and represents a weighted average of season ticket prices for general seating categories.

51

² Average price £32.50 converted to USD at 1.41 USD / GBP.

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SECTION 3

Sponsorship

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Sponsorship Revenue Overview

Revenue Drivers

- UFC monetizes sponsorship through the sale of in-venue and in-broadcast assets, content product integration, rights to marks and digital impressions
- UFC is a compelling sports property for advertisers
 - 1.1bn TV households reach
 - Second highest concentration of young viewers
 - Skews towards males 18-34 and males 18-49
 - Reliable and consistent exposure through the year (no seasonality)
- The sponsorship segment has historically lagged the development of UFC's content segment
 - Youth of sport and brand have required education at the C-suite level
 - The controversial start of the brand remained an overhang
 - Lack of brand definition partners could center around
 - Fragmented approach to sales

- The restructured business model and explosive growth in Brazil, as UFC established a meaningful in market presence, saw a step-change in the business with annual revenues growing by ~60% to \$57M in 2012
- Revenue has remained fairly stable, despite Brazil sales becoming a headwind due to the deteriorating economy and the country hosting the two largest sporting events in the world
- Well positioned to grow in the future
 - Brand strategy and structure allow partners to build impactful activations
 - Established network of agencies in international markets
 - Sponsorship shift towards content integration perfectly suited for UFC
 - Legalization of professional MMA in NY

Sponsorship Revenue

Segment Revenue (\$ in mm)



¹ ~\$5.2mm added from consumer products due to reclassification of revenues into sponsorship.

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Sponsorship Drivers: Categories and Inventory

Sponsorship Drivers

- As our fan base has grown, more mainstream sponsors have looked to associate their brands with MMA and UFC
- Today, UFC's sponsorship revenue is driven by major global partners, including ABInBev (BudLight), Monster Energy, Harley Davidson, and MetroPCS
- These sponsors are contracted through 2017/2018
- Significant opportunity remains to grow revenue through securing partners in the remaining open categories
- When compared to staple sponsorship categories for major sports properties, UFC has 15 categories available to future partners
- Additionally, growth will be driven by rate card increases and sell-through rate improvement, particularly in international markets
- With complete ownership and control over our production capabilities, UFC has the ability to create bespoke short-form content for partners and offer integration opportunities across its existing programming
- Further opportunity exists in leveraging sponsors' relationships at retail and creating point-of-sale activations

Sponsorship Categories

Category	Available Categories	Exclusive Partner
Automobile Manufacturer	X	
Automobile Aftermarket - Manufacturers	X	
Automobile Aftermarket - Tires	X	Toro Tires
Beverages - Beer	X	ABInBev
Beverages - Energy	X	Monster Energy
Beverages - Soft Drinks, Tea & Water	X	
Beverages - Spirits	X	
Consumer Electronics (Includes, cell phones)	X	
Consumer Packaged Goods - Food	X	
Consumer Packaged Goods - Non-Food	X	
Entertainment - Other	X	
Entertainment - Video Games	X	
Entertainment - Video Game Platforms & Television	X	
Financial Services	X	
Insurance (Auto)	X	
Insurance (Life and non-life)	X	
Motorcycles and Watercrafts	X	
QSR - Pizza	X	
QSR - Burger, Sandwiches, Other	X	
Telecommunications Providers	X	MetroPCS

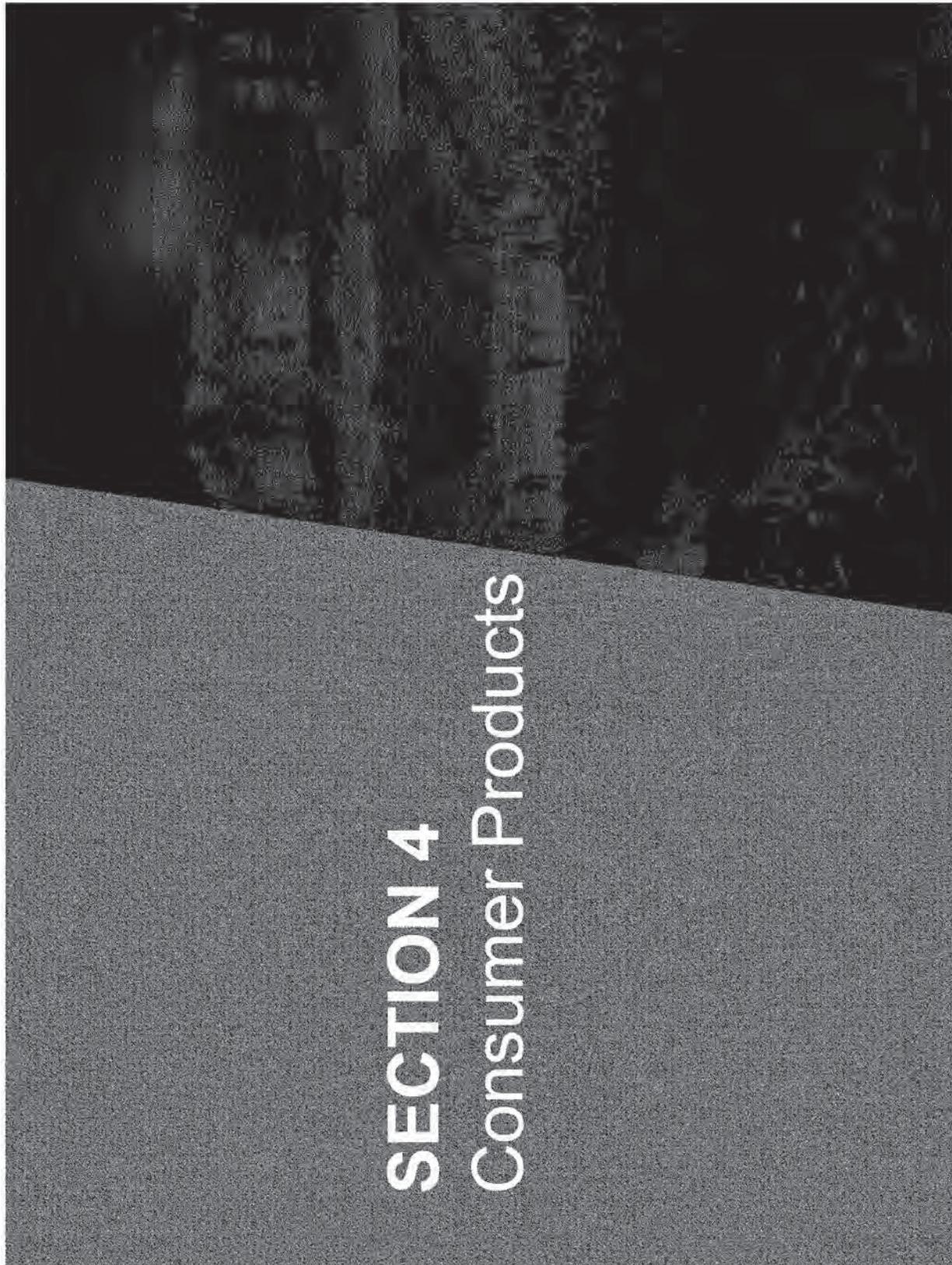
Global Sports League Sponsors

League	Sponsors by Category
NHL	
NBA	
MLB	
QSR	
Insurace	
Telecommunications	
Automobile	

Source: Publicly available information.

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SECTION 4

Consumer Products

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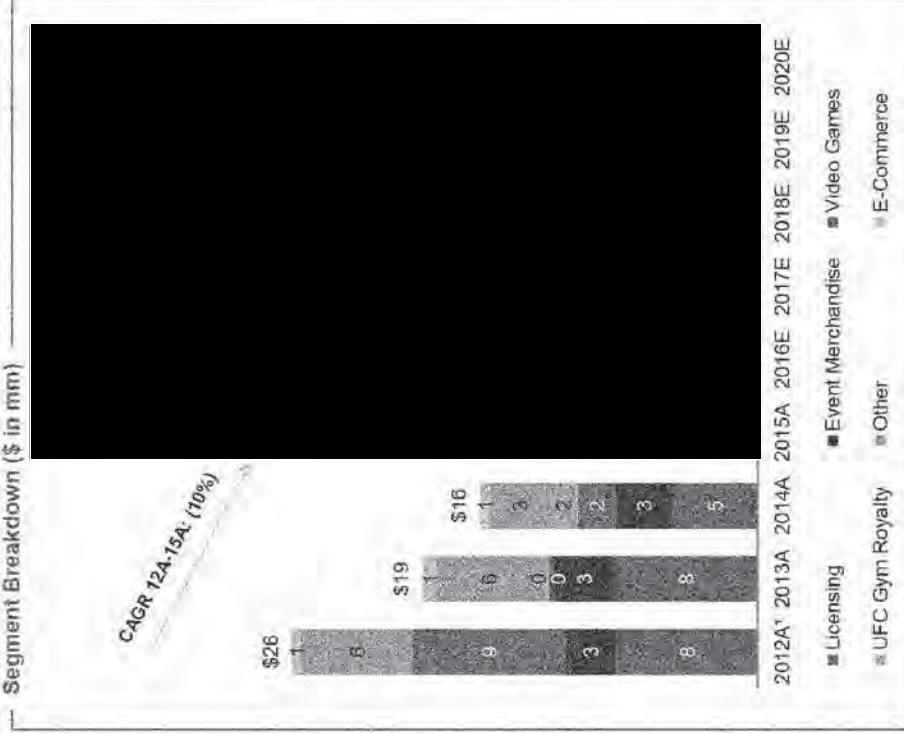
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Consumer Products Revenue Overview

Revenue Drivers

- Although the consumer products business has secured significant partnership recently, it remains relatively underdeveloped compared to other sports properties
- UFC has invested in building out a best-in-class consumer products team and is focused on partnering with global category leaders
- In 2013, UFC made the strategic decision to wind down the self-sourced apparel business and transition to a high-margin licensing-centric model
- Today, UFC generates consumer products revenue through:
 - UFC fight kit partnership with Reebok
 - Video game partnership with EA Sports
 - Merchandise sales at live events
 - UFC's e-commerce offerings through UFCStore.com
 - Other licensing deals across categories including apparel, athletic gear, memorabilia, home & office, and others
 - Additional revenue from UFC's 50/ 50 joint-venture in UFC Gym
 - UFC Gym provides more than revenue as it increases consumer awareness and allows for fan participation

Consumer Products Revenue



UFC

* ~\$5.2mm subtracted from consumer products due to reclassification of these revenues into sponsorship.

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Consumer Products Drivers: Key Partnerships

UFC Apparel: Reebok

Total Reebok Licensing Revenue (\$ in mm)



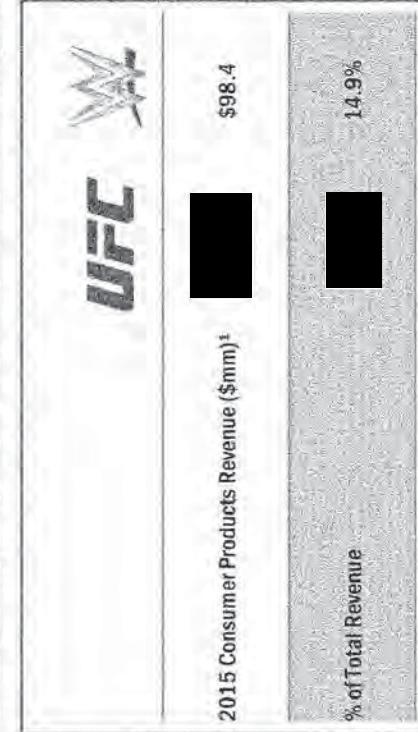
EA Partnership Revenue

Guaranteed Royalties (\$ in mm)



Case Study: UFC vs. WWE Consumer Products

- Marquee licensing partnerships with int'l brands, Reebok and EA Sports
- In 2015, UFC instituted its Athlete Outfitting Policy with Reebok to provide a consistent presentation during official UFC events
 - 6-year deal composed of exposure fee, minimum revenue guarantees ("MRG"), and upside through royalties on actual sales
- In 2016, UFC / Reebok product will be carried in 810 doors worldwide
 - Multi-year, multi-product contract with EA Sports, the premium sports video game developer, in which UFC received royalties based on game sales
 - Forecasted revenues represent contractual increases in MRG
- While these recent successes have driven growth, consumer products revenue is still greatly undermonetized



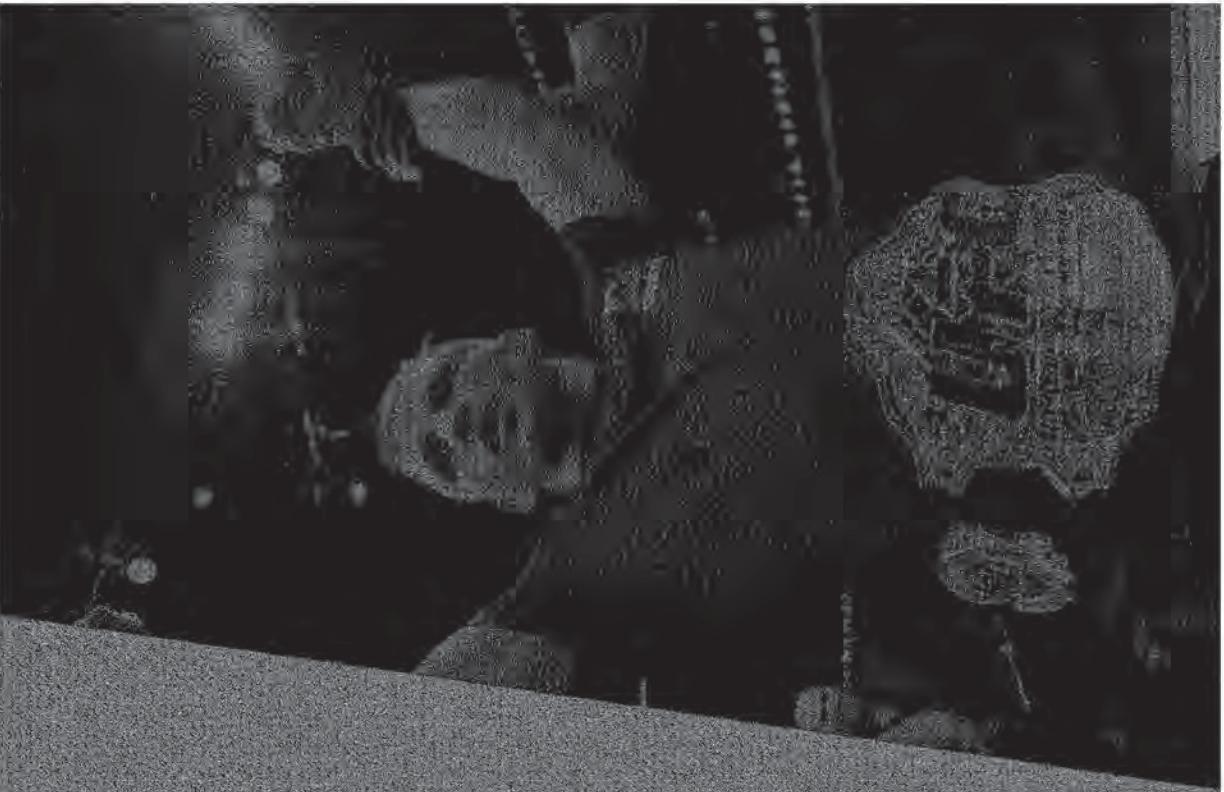
Source: Company filings.

¹WWE Consumer Products revenue includes licensing, venue merchandise and WWEShop.



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SECTION 5 Expenses

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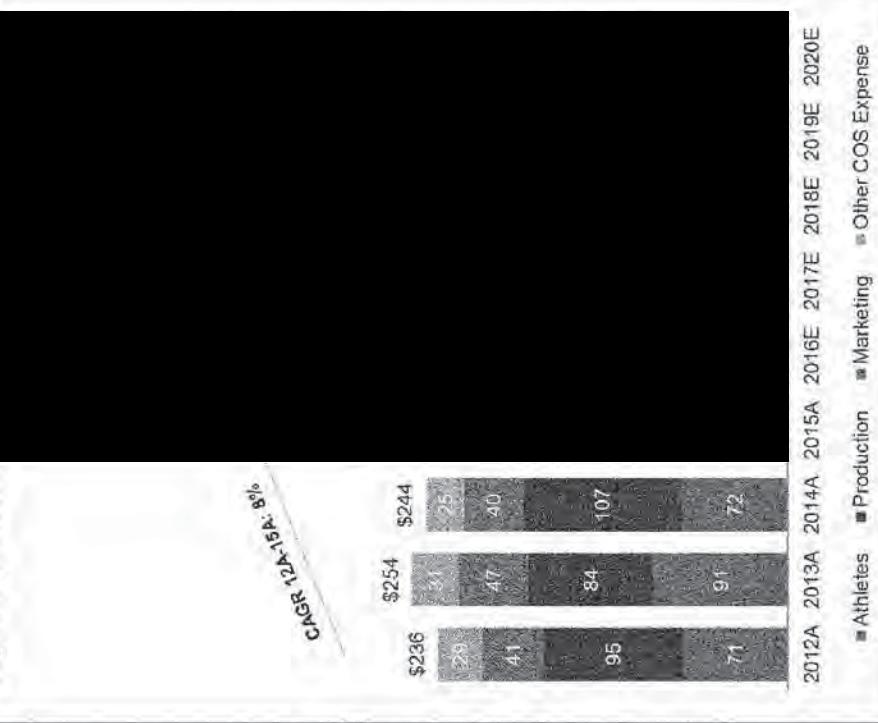
Costs of Sales Overview

Costs of Sales Drivers

- Athletes - Primarily composed of athlete compensation (purse and bonuses). With the increase in content revenue in 2019, conservatively projecting a step-change in fighter compensation in-line with the revenue increase. Other expenses included are:
 - Athlete sponsorship
 - Athlete outfitting policy ("AOP") payments
 - Medical and drug testing
 - Insurance
 - Athlete merchandise royalties
- Production - Includes all production costs for live events, The Ultimate Fighter and other original programming, including TV trucks, personnel, equipment, announcers, and stage labor
- Marketing - Includes all marketing costs including event, ticket, and brand
- Other Costs of Sales ("COS") Expense - Expenses included are:
 - Venue costs
 - Event merchandise COGS
 - Ticket tax
 - PPV and Broadcast tax
 - Website expenses
 - Commissions and fees

Costs of Sales

Segment Breakdown (\$ in mm)



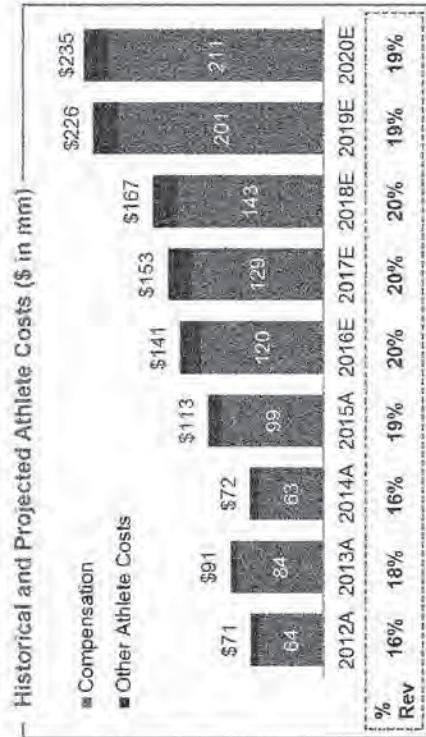
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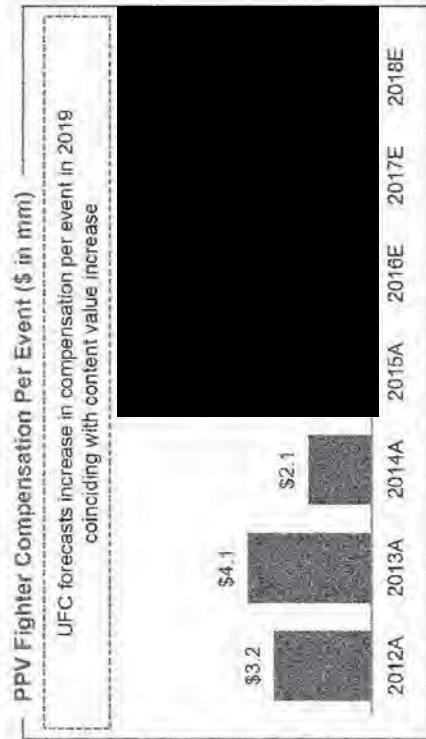
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Costs of Sales Driver: Athletes

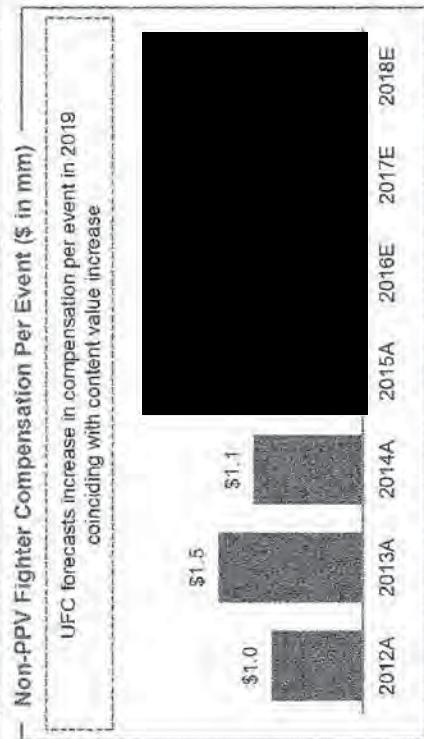
Athlete Costs



PPV Fighter Purse and Bonus



Non-PPV Fighter Purse and Bonus



- Conservatively projects considerable fighter compensation growth, increasing from \$99mm in 2015 to over \$210mm by 2020
- PPV fighter compensation varies with the success of the PPV event
- Assumes PPV and non-PPV event fighter compensation grows at the same rate with increase in content revenues
- Other Athlete costs such as medical, drug testing, insurance, etc. grow considerably in 2016 to reflect annualized run rate of AOP and Anti-Doping Program
- AHPC costs reflected in 2017, expected to be offset by sponsorship opportunities

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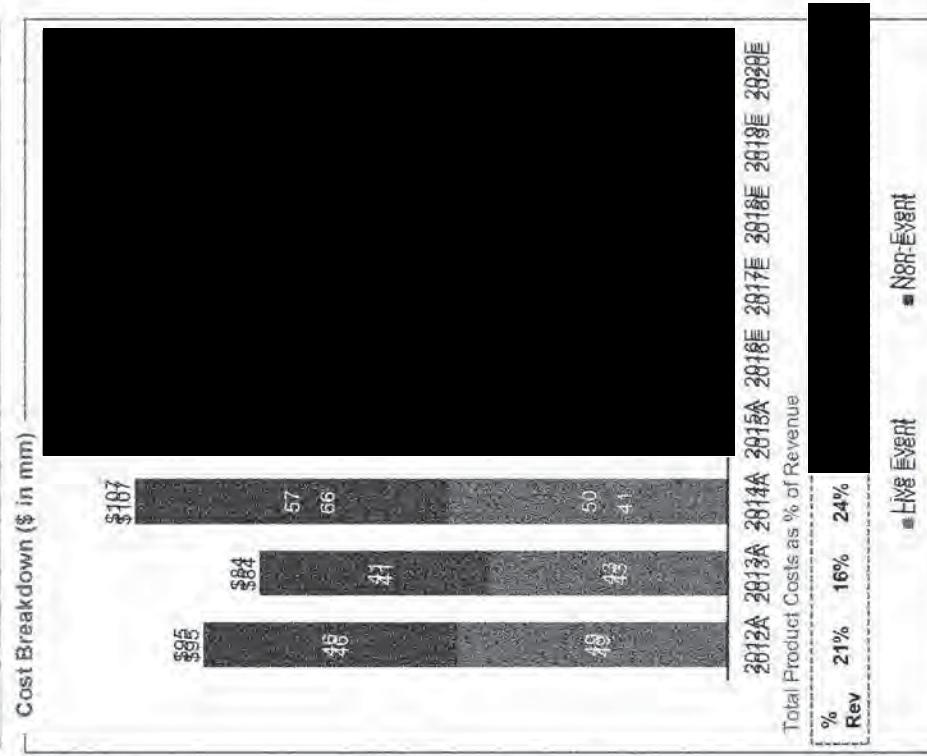
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Costs of Sales Driver: Production Costs

Production Drivers

- The current forecast assumes consistent number of events (42 in 2016, 41 thereafter) and thus management expects minimal increases in overall production costs
- The stable nature of these expenses provide for significant leverage in the business model allowing for incremental revenue to contribute directly to EBITDA
- Live event production costs include those related to PPV, FOX Network events, and Fight Pass events. Non-event production costs include those related to The Ultimate Fighter, taped, and other shoulder programming

Total Production Costs



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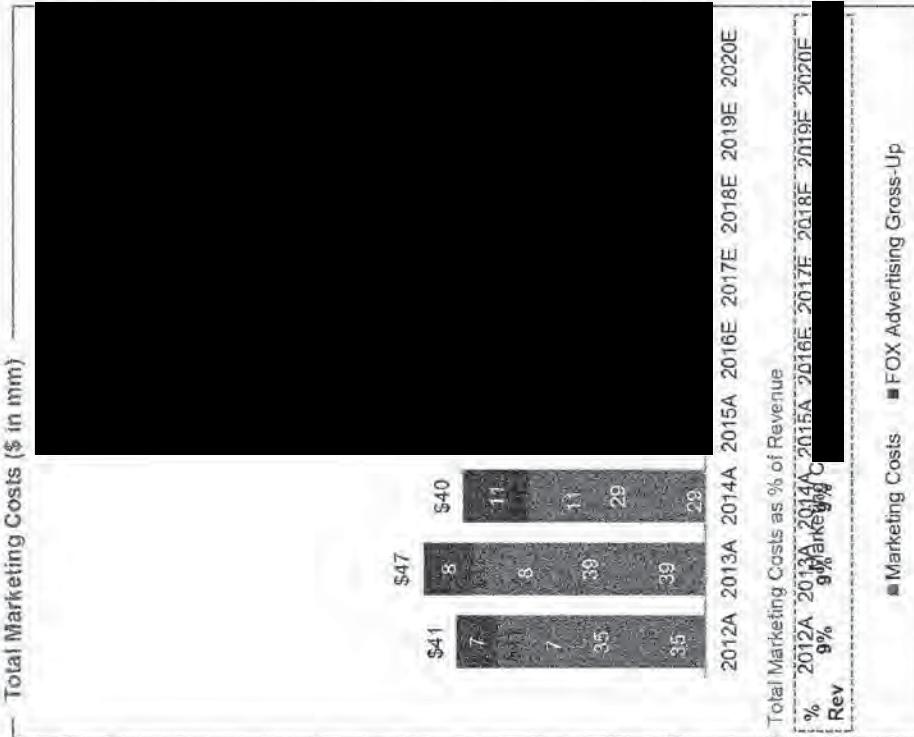
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Costs of Sales Driver: Marketing Costs

Marketing Drivers

- Marketing expenses are driven by four major categories: event marketing (predominantly PPV), ticket marketing, brand marketing and FOX spot inventory costs
- FOX represents the contractual spot inventory which is accounted for in both revenue and expenses and has no negative impact to profitability
- Historically event marketing represented 80 - 85% of marketing costs, with the remainder mostly ticket marketing
- In 2015 and beyond, event marketing represents 60 - 65% of the costs, while branding represents 20% reflecting the increased focus on brand growth and fan engagement
- The increase in marketing in 2015 was driven by increased use of promotional content to drive awareness for events (Embedded), expansion of IFW, the rebrand initiative, and the increased investment in fan activations

Marketing Costs



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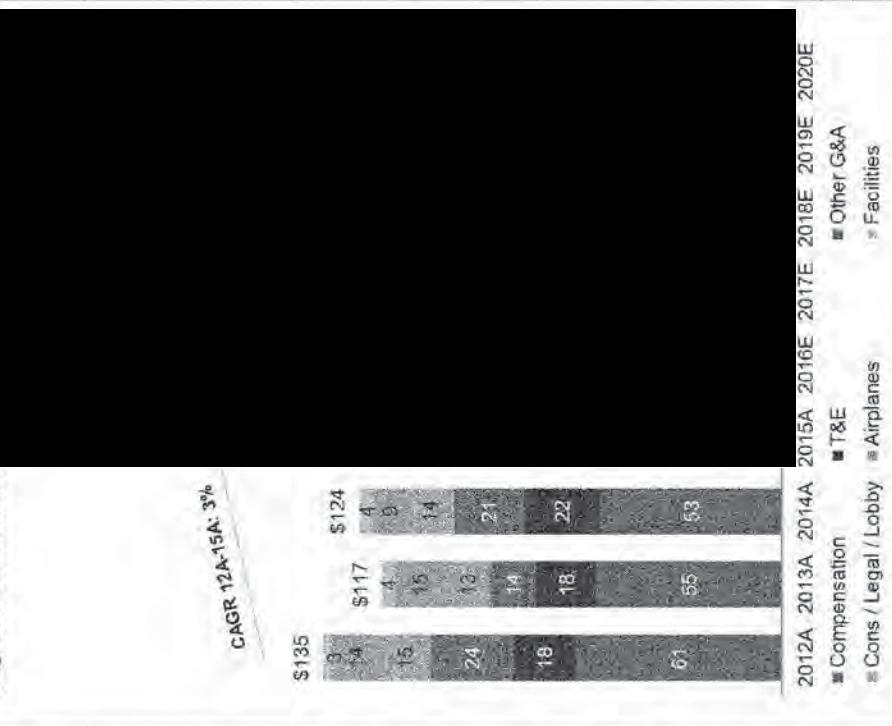
Operating Expense Overview

Operating Expense Drivers

- Compensation - Includes salary, bonus (modeled as 20% of salary), and supplemental bonus
 - Supplemental bonus is a non-traditional payment to current senior executives that will not be a go forward expense under new ownership
- Travel and Entertainment ("T&E") - Includes travel-related expenses for fighters, Zuffa management and staff for live events and non-event travel around the world
- Other G&A - Includes expenses such as finance, public relations, office expenses, charitable donations, miscellaneous taxes and more
- Consulting / Legal / Lobby - Includes consulting and legal fees related to regulation of UFC in the US and internationally, as well as day-to-day business operations
- Airplanes - Accounts for all private jets used by current shareholders. Will not be a go forward expense under new ownership
- Facilities - Includes all expenses required to operate offices
 - Increase in 2017 related to new corporate headquarters

Operating Expenses

Segment Breakdown (\$ in mm)



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SECTION 6

Financial Summary

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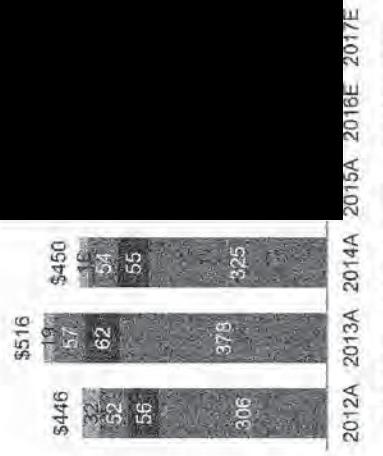
Historical and Projected Financial Summary

Revenue Projections

Revenue by Business

Pro Forma Adjusted EBITDA Projections¹

CAGR 12A-15A: 11%



■ Content ■ Live Events ■ Sponsorship ■ Consumer Products

UFC

¹ Pro Forma for supplementary bonus and owner plane expense.

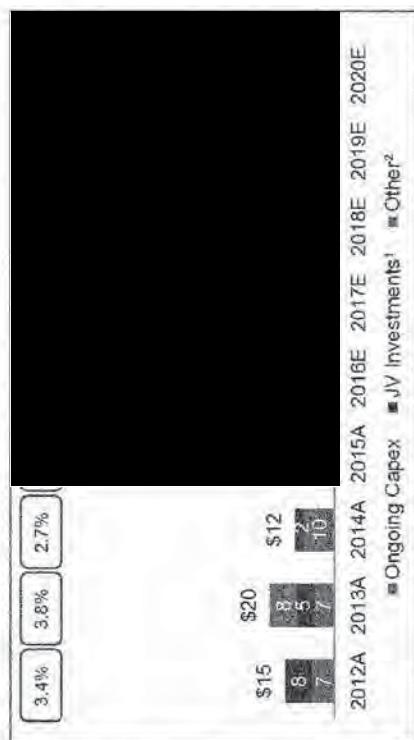
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EBITDA to Cash Flow Conversion

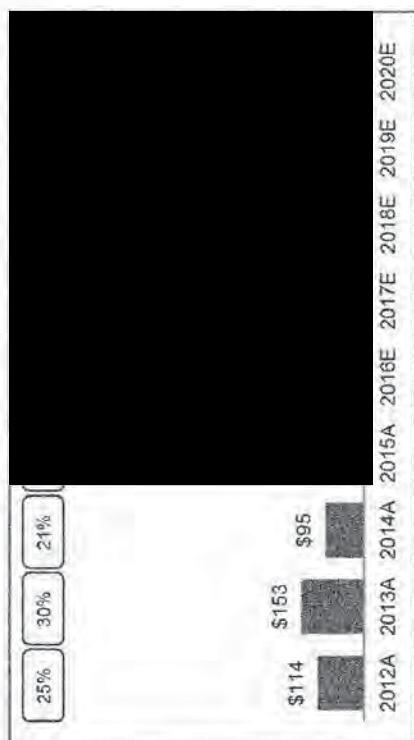
Capex (\$ in mm and as % of Revenue)



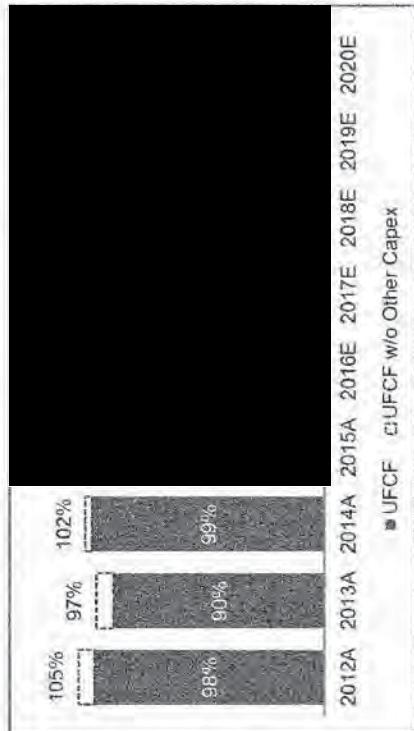
Change in WC (\$ in mm and as % of Revenue)



Unlevered FCF (\$ in mm and as % of Revenue)³



Unlevered Free Cash Flow Conversion (%)³



¹Includes investments in UFC GYM, UFC FIT, and Fightland from 2012 to 2016.

²Includes capex for corporate headquarter and AHPC. For 2017, includes \$13mm for land and building divestiture.

³FCF defined as PnF, Forma Adjusted EBITDA less capital expenditures less changes in working capital. UFCF conversion reflects cash flow conversion with and without other capex.

66

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Operating Leverage

Given UFC's stable, efficient cost structure, incremental revenue largely flows to the bottom line

Operating Lever	Commentary	2018E Metric	Adjustment	Impact
PPV Buys (% Growth)	Increase PPV buys through organic growth and additional marketing			
PPV Blended Net Revenue Split	Potential to increase PPV split with PPV providers when US / Canada deals expire in 2018			
Average # of UFC FIGHT PASS Subscribers	Increased marketing efforts or moving additional content to UFC FIGHT PASS can substantially increase number of subscribers			
Average # of Commercial PPV Locations / Event	Currently in negotiation with large chains which could add hundreds of locations at once			



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Historical and Projected Financial – Detailed

	2012A	2013A	2014A
Revenue			
Content	\$131	\$164	\$178
Residential PPV	915	104	118
US Rights Fees	316	62	83
International Rights Fees	432	48	38
Commercial PPV	1	1	9
Flight Pass			
Total Content Revenue	\$306	\$378	\$325
Live Events			
PPV Event Ticket Sales	\$38	\$40	\$34
Non-PPV Event Ticket Sales	16	20	20
UFC Events/Other	1	2	1
Site Fees		1	10
Total Live Events Revenue	\$56	\$62	\$65
Sponsorship			
Total Sponsorship Revenue	\$32	\$57	\$34
Consumer Products			
Licensing	\$12	\$0	\$0
Event Merchandise	3	3	3
Video Games	9	0	2
UFC Gym Royalty	1	0	2
Other	6	6	3
E-Commerce	1	1	1
Total Consumer Products	\$32	\$19	\$16
Total Revenue	\$448	\$516	\$456
Expenses			
Cost of Sales			
Athletes	\$71	\$91	\$72
Production	95	84	107
Office Cost of Sales	71	78	66
Total Cost of Sales	\$238	\$254	\$204
Gross Profit			
(Gross Margin %)	47.0%	50.4%	45.7%
Operating Expenses			
Compensation	\$61	\$56	\$52
TSE	18	16	22
Other O&A	24	14	21
Cons./Legal/Lobby	15	13	14
Airplanes	14	15	9
Facilities	3	4	4
Total Operating Expenses	\$135	\$117	\$124
EBITDA			
EBITDA Margin (%)	31.5	34.5	32.2
Adjustments ¹			
Add: Supplementary Bonus ²		28.0%	18.1%
Add: Owner Plane Expense	\$29	(32)	(31)
Less: Additional T&E			
Add: Disposal FF&E for Move to New Facility	(2)	(2)	(2)
PF Adjusted EBITDA			
PF Adjusted EBITDA Margin (%)	26.0%	\$3.1%	21.4%
UFC			

¹ Include deferred comp, loss on impairment, termination expense, video game signing bonus and other.

² 75% of supplementary bonus added to Adjusted EBITDA.

68

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Historical Balance Sheet

	<u>(\$ in 000s)</u>	<u>December 31,</u>	<u>2014A</u>	<u>2015A</u>
<u>Assets</u>				
Current Assets:				
Cash and Cash Equivalents		\$7,515		
Accounts Receivable, Net		35,237		
Due from Related Parties		1,355		
Inventories, Net		1,139		
Investment in Trading Security		82		
Prepaid Expenses and Other Current Assets		5,831		
Film and Television Costs, Net		40		
Total Current Assets		\$51,199		
Property and Equipment, Net		\$41,338		
Goodwill		66,898		
Intangible Assets, Net		806		
Notes Receivable from Related Party		703		
Investments		7,160		
Film and Television Costs, Net		2,446		
Other Noncurrent Assets		2,773		
Total Assets		\$173,323		
Liabilities and Members' Deficit				
Current Liabilities:				
Accounts Payable		\$9,864		
Current Portion of Long-Term Debt, Net		4,373		
Due to Related Parties		929		
Accrued Expenses and Other Current Liabilities		34,199		
Deferred Revenues		5,419		
Total Current Liabilities		\$54,784		
Long-Term Debt, Net		\$463,652		
Guaranty Liability		665		
Other Noncurrent Liabilities		11,002		
Total Liabilities		\$530,103		
Commitments and Contingencies		0		
Members' Deficit		(356,780)		
Total Liabilities & Members' Deficit		\$173,323		

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